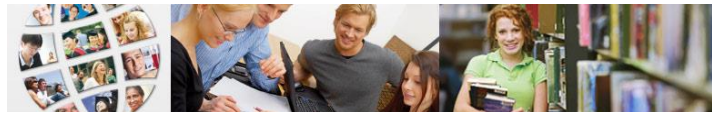




Charles Sturt  
University



## School of Information Studies Research Seminar Series

### “Where do you order your bonsai dishes?”: Online information sharing among bonsai hobbyists via the YouTube platform

**Dr Yazdan Mansourian** is a Lecturer in the School of Information Studies at Charles Sturt University (CSU). He received his PhD in Information Science from the University of Sheffield. Yazdan also holds a BSc degree in Agricultural Engineering from Guilan University and an MA degree in LIS from Ferdowsi University of Mashhad. Prior to joining CSU in 2017, Yazdan was a faculty member, Director of the Central Library, and head of the LIS Department at Kharazmi University in Tehran. His current research interests are Human Information Behaviour (HIB) and Information Seeking and Sharing in the Context of Serious Leisure. Yazdan is interested in the philosophical and theoretical aspects of LIS and the various methods in which we can put these theories into practice.



This presentation provides early findings from an ongoing study about information seeking and sharing in the context of bonsai growing as a form of *serious leisure*. A *user generated content* (UGC) approach was used to investigate the active creation and sharing of hobby-related information by bonsai enthusiasts via social media platforms such as YouTube. A sample of publicly available comments posted on bonsai videos was collected and then mapped onto a classification scheme for YouTube comments developed by Madden *et al.* (2012). The scheme contains ten categories including information, advice, impression, opinion, responses, expression of personal feelings, general conversations, site processes, video content description and non-response comments. Early findings show that bonsai growing is an amazingly information-rich context as enthusiasts at all levels are actively engaged in seeking, creating, sharing and using a huge volume of information about many aspects of this hobby, ranging from horticultural techniques to aesthetic skills. Social media is useful for people engaged in serious leisure as it provides opportunities for networking and creating new information grounds.

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#### EVENT DETAILS

12:00-1:00pm  
Wednesday 3 February 2021

For more information about this seminar,  
contact Simon Wakeling on (02) 6933 2325  
or [swakeling@csu.edu.au](mailto:swakeling@csu.edu.au)

or visit the SIS webpage at

<https://arts-ed.csu.edu.au/schools/sis/research-in-the-school-of-information-studies/seminars>

This session can only be attended remotely  
via Zoom and will be recorded:

<https://charlessturt.zoom.us/j/62700620487?pwd=ZTYyV1pmU3FibkxIVUFvay9MSlRXdz09>

Meeting ID: 627 0062 0487

Passcode: SIS