

Abstract

This thesis builds upon ethnography of Apple Watch user experience and explores its connections with Apple's different branding strategies such as official website advertisements for Apple Watch Series 4, Supplier Responsibility Progress Report (2019) and Today at Apple sessions held in Apple Stores. I draw on sociomaterial approaches with special emphasis on John Law's (2004) method-assemblage and the feminist critique of ANT managerial vision that allow me to conceptualize corporate practices as means of enacting singular and coherent commercial out-there-ness and absences. The goal of this thesis is to explore possible connections between the user's experience and the corporate branding strategies which craft a series of commercial realities in order to translate the needs of other actants and enroll them in its corporate network. This paper also argues that ambivalence is central to this process as corporate branding is being constantly reshaped and reconfigured by both the branding strategy itself and the actants involved. Chapter I provides a semiotic analysis of advertisements inspired by Woolgar's (1990) concept of moral universe. The second chapter follows with examining the Progress Report which provides information on the production processes that are completely absent in exclusively user-oriented web commercials. The third chapter employs participative observation focused on Today at Apple sessions and depicts some of the key factors of the retail experiences. It also includes an analysis of the Creatives' (lecturers') job description and highlights ways in which they incorporate their own viewpoints into the official teaching methods and topics. The last chapter adopts the combination of autoethnographic method, domestication analysis (Haddon, 2001; Oudshoorn & Pinch, 2003) and feminist theory to explore the unpredictable character of the user-technology relation and its impacts on the user's subjectivity and sociomaterial environment.