In this paper I set out the research design and some autoethnographic data for our current research project on the students’ experiences of Personal Learning Environments (PLEs@ our university). This paper focuses specifically on the reflective and highly subjective phase of the Action Research methodology that we are using. Analysis of candid blog data has revealed themes about the learning experience of a Web 2.0 novice, as she struggles to master the social media that will enable her to build her Personal Learning Environment (PLE).

The first part of this paper argues that systematic positivism, the favoured approach of traditional technological researchers, will need to yield to more candid and comprehensive, qualitative data if the student experience is to be appreciated. It becomes an argument for qualitative rigor in our practice. The second part of the paper analyses this candid, Blog data, to map the emerging elements and themes of the student’s experience, which will have consequences for the ongoing research project.