

ANALYSIS:

ANALYZING DESIGN & DISPLACEMENT

ANALYZING EVENTS OF ACCESS

ANALYTICAL CONCEPTS

THEORETICAL APPROACH

CONVERSATION ANALYSIS

DISCOURSE ANALYSIS

GROUNDED THEORY

PhD days, Feb. 7 2013

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The Design Group

ANALYSIS

- Breaking something down into smaller parts to gain new/different understanding(s) (Maunter 2005)
- To make formal sense of empirical material generated through fieldwork by reconsidering it, looking at it carefully and critically (Crang & Cook 2007:133)
- Analysis is part of iterative process of reading, conducting field work, analyzing (Crang & Cook 2007)
- Translating a messy process into a neat product (Crang & Cook 2007:133)

ANALYSIS

Analyzing field material you can ask the following questions:

- What are people doing? What are they trying to accomplish?
- How, exactly, do they do this? What specific means and/or strategies do they use?
- How do members talk about, characterize, and understand what is going on?
- What assumptions are they making?
- What do I see going on here? What did I learn from these notes?
- Why did I include them? (Emerson et al. 1995:146)

ANALYSIS OF EMPIRICAL MATERIAL

- Talk in practice - interactions
- Interviews
- Text (document analysis)
- Video
- Still photos
- Drawings
- Observations

SYSTEMATIC WAYS INTO ANALYSIS

- Conversation analysis
 - Discourse analysis
 - Grounded theory
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- Theoretical approach
 - Analytical framework

CA, DA, GT

- Conversation Analysis: Ethnomethodology – naturally occurring conversations – the social world is not orderly, it's dynamic – how order is established in (inter-)actions . E.g. Garfinkel; Sacks; Heath, Hindmarsh & Luff; Suchman
- Discourse Analysis: The social world is produced by and produces objects/ subjects/phenomena - "How does discourse function? Where is it to be found? How does it get produced and regulated? What are its social effects? How does it exist?" (Ricardson & St. Pierre 2005:969). See also Atkinson & Delamont 2005 + Peräkylä 2005. E.g. Foucault, influence on some feminist's work, Hall + on some STS scholars
- Grounded Theory: Coding of data (primarily talk). Theory should be grounded – That is, rather than taking predefined concepts and explore them in the field settings "we need to treat concepts as problematic and look for their characteristics as lived and understood, not as given in the textbook" (Charmaz 2005:512). E.g. Strauss & Corbin; Edele Clarke

DESIGN & DISPLACEMENT

Presented at EASST, Copenhagen, fall 2012 with Christina Mörtberg

- Smart home – opening September 2012
- Post-it notes – sensors
- Analytical concepts







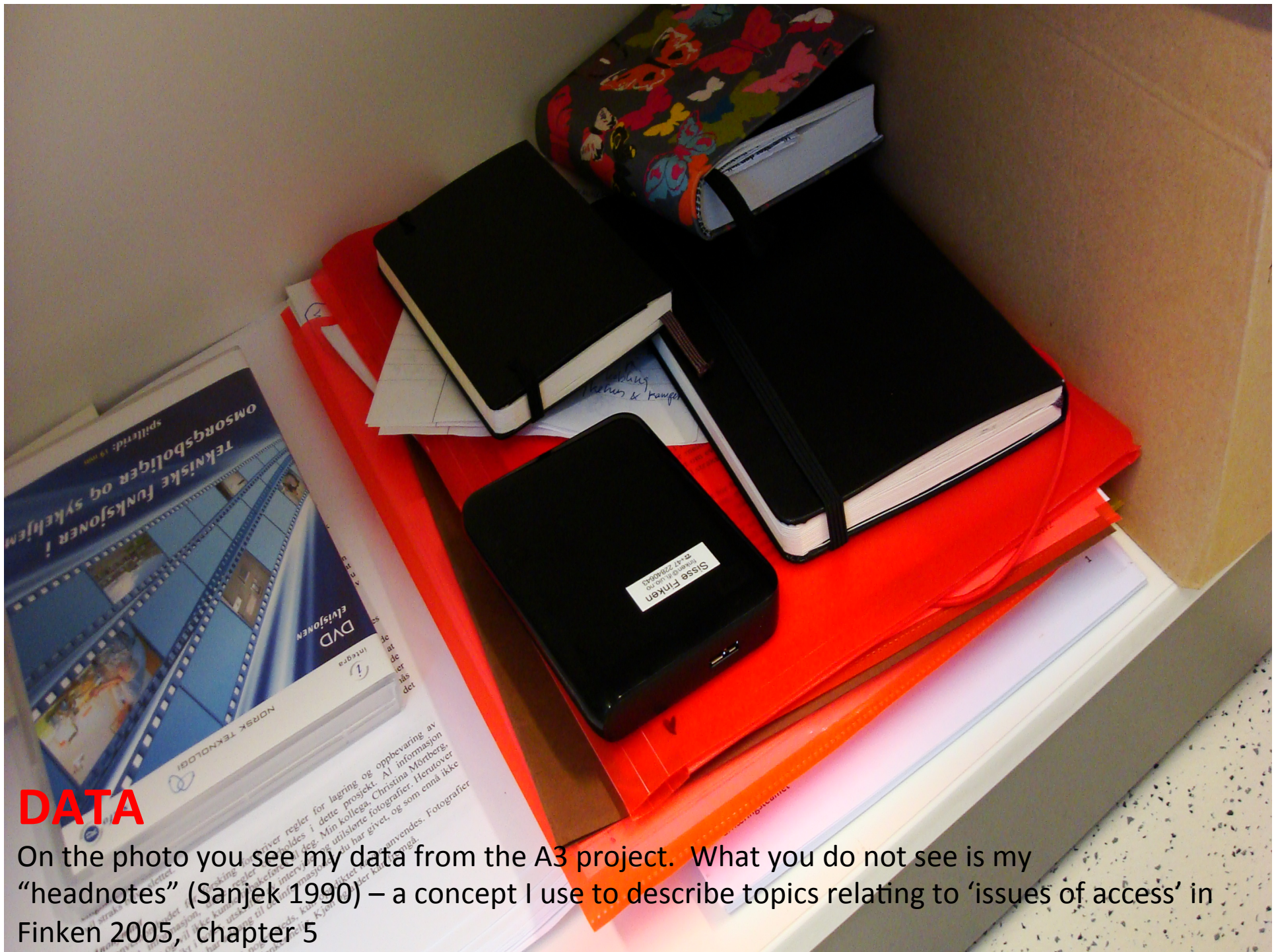




ISSUES OF ACCESS

Example from Finken (2005): "Methods as technologies for producing knowledge" - chapter 6 'Issues of access'

- Data material plentiful despite *failure* in the field of gaining access
- So much learned
- Literature review
- How come?
- Reading of situated actions
- Methods as technologies for producing knowledge



DATA

On the photo you see my data from the A3 project. What you do not see is my “headnotes” (Sanjek 1990) – a concept I use to describe topics relating to ‘issues of access’ in Finken 2005, chapter 5

ETHICS

- Information about your project
- Follow the Norwegian rules from Datatilsynet
- Informed consent:
<http://www.nsd.uib.no/personvern/meldeplikt/samtykke>
- Notification form NSD:
<http://www.nsd.uib.no/personvern/meldeskjema>

REFERENCES

- Atkinson, P. & Delamont, S. (2005): Analytical Perspectives. In Denzin, N. K. & Lincoln, Y. S. (eds.): *The Sage Handbook of Qualitative Research*. Sage Publications.
- Charmaz, K. (2005): Grounded Theory in the 21st Century. In Denzin, N. K. & Lincoln, Y. S. (eds.): *The Sage Handbook of Qualitative Research*. Sage Publications.
- Adele (2005): *Situational Analysis*. Sage.
- Crang & Cook (2007): *Doing Ethnographies*.
- Emerson, Fretz & Shaw (1995): *Writing Ethnographic Field work*. Chicago
- Finken, S. (2005): *Methods as technologies for producing knowledge. An encounter with cultural practices - reflections from a field study in a high-tech company*. Ph.d. Dissertation (monograph), Roskilde University, Dept. of Computer Science. Denmark.
- Finken, S. & Mörtberg, C. (2012): Smart Homes: in- and exclusions in design. *The European Association for the Study of Science and Technology (EASST) 2012 "Design and Displacement – social studies of science and technology"*. Copenhagen Business School, Denmark. October 17-20, 2012.
- Michel Foucault (on discourse analysis)
- Harold Garfinkel (on ethnomethodology)
- Heath, Hindmarsh & Luff (2011): "Video in Qualitative Research. Analysing social interaction in every day life".
- Stuart Hall (can be coined as discourse analytical)
- Mautner, T. (2005): *The Penguin Dictionary of Philosophy*. Penguin Books.
- Peräkylä, A. (2005): Analyzing Talk and Text. In Denzin, N. K. & Lincoln, Y. S. (eds.): *The Sage Handbook of Qualitative Research*. Sage Publications.
- Ricardson, L. & St. Pierre, E., A. (2005): Writing: A Method of Inquiry. In Denzin, N. K. & Lincoln, Y. S. (eds.): *The Sage Handbook of Qualitative Research*. Sage Publications.
- Harvey Sacks (on conversation analysis)
- Sanjek, R. (1990): A vocabulary for Fieldnotes. In Sanjek, R. (edt.): *Fieldnotes. The Makings of Anthropology*. Cornell University Press.
- Anselm Strauss & Juliet Corbin (on grounded theory)
- Lucy Suchman (on conversation analysis and ethnomethodology)

BOOKS BROUGHT TO THE LECTURE

Grounded Theory:

- Adele (2005): "Situational Analysis". Sage
- Strauss, Fagerhaug, Suczek & Wiener (1997): "Social Organization of Medical Work". Transactions

Conversation analysis:

- Suchman (1987): "Plans and Situated Actions". Cambridge

Discourse analysis:

- Foucault (1972): "The Archeology of knowledge". Pantheon

Fieldwork + Analysis:

- Emerson, Fretz & Shaw (1995): "Writing Ethnographic Field work". Chicago
- Heath, Hindmarsh & Luff (2011): "Video in Qualitative Research. Analysing social interaction in every day life". Sage