



European Sociological Association  
Research Network 20 Qualitative Methods

**INNOVATING QUALITATIVE RESEARCH:  
CHALLENGES AND OPPORTUNITIES**

**New Directions in Religion, Technology, Migration and Beyond**

Midterm Conference 2010

University Bayreuth  
September 20–22

**ABSTRACT BOOK**

[www.soz.uni-bayreuth.de](http://www.soz.uni-bayreuth.de)

**Speakers**  
**(in alphabetical order)**

Neil Armitage.....	3	Seweryn Krupnik .....	19
Oliver Berli.....	3	Torsten Kühlmann.....	19
Tabea Beyreuther.....	16	Alexa Maria Kunz .....	23
Lars Breuer .....	4	Elisio Macamo .....	20
Marie Buscatto .....	4	Christoph Maeder.....	20
Miriam Busse.....	19	Slawomir Magala .....	21
Dominika Byczkowska .....	5	Jaroslava Marhankova .....	21
Jennifer Cheng .....	6	Tomas Marttila .....	22
Isabel Craveiro.....	6	Martin Meister.....	29
Torsten Cress.....	7	Delia-Evelyne Nicoué .....	23
Edda Curre.....	7	Michaela Pfadenhauer .....	23
Guido Di Fraia.....	8	Tiina Räisä.....	24
Paul Eisewicht .....	9	Bernd Rebstein.....	25
Biliana Fouilhoux .....	10	Anne Ryen .....	26
Tilo Grenz.....	9	Sona Saghatelian .....	26
Heike Greschke .....	11	Kornelia Sammet .....	27
Valerie Hänsch .....	12	Antonia Schmid .....	27
Regine Herbrik.....	12	Ewa Stokluska.....	28
Sabine Hornung .....	16	Robin Stoller.....	29
Katharina Inhetveen .....	13	Julian Stubbe .....	29
Claudia Isep.....	14	Mandy Töppel .....	29
Katarina Jacobsson.....	14	René Tuma .....	30
Anna Kacperczyk.....	15	Nilden Vardar .....	31
Reiner Keller.....	15	Agnese Vardanega .....	32
Andrew King .....	15	Susanne Vogl .....	33
Frank Kleemann .....	16	David Wästerfors .....	33
Georg Klute.....	17	Joanna Wawrzyniak .....	34
Krzysztof Konecki.....	18	Ruth Wodak .....	35
Jan Krasni.....	18		

Neil Armitage

## **Cosmopolitan Research Design**

Session: Qualitative Research and Migration

There has been considerable debate recently on how the social sciences can overcome methodological nationalism (Beck 2006, Glick-Schiller 2010). This methodological hangover also remains an issue within migration research, which whilst turning transnational, often maintains the nation state as its natural unit of analysis and frame of reference. In response, cosmopolitanism has emerged within social theory as a means of achieving greater understanding of contemporary social phenomena within and beyond European Sociology. In this paper I argue that if migration or mobility research is going to overcome this issue, a cosmopolitan sociological imagination is required when designing empirical research. To produce research which acknowledges yet simultaneously questions the national framework. Drawing on a doctoral study exploring the convivial biographies of and between young British and Spanish adults working and residing in Madrid and Manchester, the paper will show how through the sampling strategy, the settings chosen and the qualitative methods of data construction employed, a cosmopolitan research design is attempted.

Oliver Berli

## **“Grounded Theory avant la lettre”? Combining Grounded Theory and Bourdieu’s Relational Sociology**

Session: Qualitative Methods and Grounded Theory

As Franz Schultheis recently pointed out, one might read the early works of Bourdieu as “grounded theory avant la lettre”. Regarding the harsh critiques of Bourdieu concerning the traditions of pragmatism and symbolic interactionism this interpretation is quite astonishing – since methodology and procedures of Grounded Theory are deeply rooted in both traditions. Comparing the sociology of Bourdieu and the Grounded Theory in tradition of Anselm Strauss there are at least two aspects which might affirm Schultheis’ conclusion:

A) Coming from quite different theoretical traditions and discussions Pierre Bourdieu is strongly influenced through the experience of fieldwork using ethnography and related methods in his early works. In regard to the important role of ethnographic fieldwork in the formulation of both sociological traditions there might be some kind of truth in Schultheis’ statement.

B) Another similarity can be found in the relation of empirical research and theory building. Bourdieu claims to generate theory on the ground of empirical work and continuously reformulates his heuristic concepts. This research attitude can be found likewise in Grounded Theory. The question which comes into mind is: if Grounded Theory and Bourdieu’s sociology have important aspects in common, is there any chance to combine these perspectives?

In an ongoing PhD project focused on musical tastes in Germany the author of this proposal tries to combine both sociological approaches. Very few attempts have been made to compare Grounded Theory and bourdieusian sociology. And the number of empirical projects trying to combine both perspectives is even smaller. Therefore this endeavor might be understood as an

innovative reformulation of Grounded Theory – but also a risky one. The author would like to discuss problems and benefits of combining Grounded Theory and Pierre Bourdieu's sociology by paying special attention to contradictory assumptions about social reality and their consequences relating to methods and theory building.

Lars Breuer

**Beyond the National? –  
On Vernacular Memory in Germany and Poland**

Session: Qualitative Methods and Social Memory Research

The idea of a shared European memory points at a key question in current memory studies, i.e. the relationship between national and non-national (i.e. local, European, global) forms of collective memory. Previous empirical studies on European memory primarily employ deductive approaches and focus on public memory (mass media, parliamentary debates, etc.). This paper, drawing on qualitative studies of family memory (Welzer), focuses on *vernacular memory* in smaller memory communities (like families, peer groups, etc.). The empirical basis are forty group discussions with people of different age, social background and professional occupation (e.g. pensioners, students, teachers) in Germany and Poland. Presupposing the lasting importance of World War II as a *lieu de mémoire* (Nora), the two countries were chosen because of their extremely different wartime experiences, and for their strikingly divergent ways of dealing with this past.

In my analysis, I first describe the variety of (national) memory narratives in Germany and Poland. Second, I want to explore cross-country similarities and differences in memory patterns. In outlining different memory patterns, the paper focuses on role attributions as a main link between people's representations of past events and their collective self-understanding.

As for the results, the diversity of different memory narratives also within national frameworks confronts the prevailing view of nationally homogenous memory cultures. This view, I argue, has gained significance due to the aforementioned confinement to public and official memory practices. In both countries, if yet to a significantly varying extent, memory patterns are influenced by memories stemming from other national frameworks. As I will show, these processes do have quite different, often even contradictory implications. Finally I will address the question of transnational congruencies of vernacular memory in Germany and Poland

Marie Buscatto

**Exploring Gendered Leadership  
through Long-term Ethnography**

Session: Ethnography and the Study of Situations

Several studies related to the “glass ceiling” phenomenon have revealed how difficult it is for women to be considered as legitimate leaders (Acker, 2006; Buscatto and Marry, 2009; Cassel, 1998 or Moss-Kanter, 1979). However, even if still a minority, more and more women do succeed in getting promoted to the highest hierarchical levels and to become legitimate leaders. Which barriers are they confronted with? How may some of them overcome those gendered diffi-

culties over time? Which specific limits do they have to deal with as compared to their male colleagues? Which resources may they develop to change their social fate? How do they construct legitimate leadership positions?

Our objective is here to show how enriching has been the use of long-term ethnography to study such phenomena *in situ*. Through the specific example of our research on female jazz leaders, we will show ways long-term ethnography has enabled us not only to describe limits to female leadership positions (as compared to their male colleagues), but also strategies some of them have developed over time to lead jazz bands. It is only through participant and non-participant observation, led over a long period of time (almost ten years), that barriers as well as overcoming strategies have become visible, evidence-based and fully described (Buscatto, 2010). This investigating strategy has enabled us to connect specific “feminine” practices observed *in situ* – concert, jams, friendly settings or rehearsals – to a more general understanding of specific limits women are confronted with, as compared to their male colleagues, and original ways those rare women are using to act as leaders in jazz situations.

Dominika Byczkowska

### **(Lack of) Researcher’s Own Experiences as a Method of Embodiment Research**

Session: Qualitative Methods and Grounded Theory

In the paper, I will present a role of researcher’s bodily experiences or lack of such practices, in embodiment studies. I will also present some of research methods used in my GTM based study on social construction of embodiment and social world of ballroom dancing. A theoretical perspective of the research is symbolic interactionism and phenomenology. Research methods I have used in the study are qualitative ones, among them video elicited interview with experts of the theme, photo elicited interview, observation, autoethnography and video analysis. I would like to show importance of researcher’s own experience in dance and bodily practices, which has an essential influence on interpretation of data deriving from research techniques. This kind of understanding is very important when it comes to studying body changes and embodiment, social phenomena which you cannot express and study only by narration. However, lack of this kind of experience may be also very important!

When it comes to seeing social phenomena from a distance, which enables us to show and explain them from various points of view. I will also put some impact on the following social phenomena present in the social world of dance: experience in dance- body chances, body moves, relation to one’s own body, three kinds of body images in mind, (in)ability to understand interviewee when s/he is talking about bodily and dance challenges; looses, obstacles and experience in understanding their worlds and words.

Jennifer Cheng

## **The 'Problem' with Anti-Racist Political Discourse**

Session: Qualitative Methods in Discourse Research

Analyses of political discourse using critical discourse analysis (CDA) have been traditionally pre-occupied with racism and racist discourse. Anti-racist political discourse has rarely been explored in discourse research. This creates particular challenges when analysing anti-racist discourse.

Methods that have been developed to analyse racist discourse do not necessarily work with anti-racist discourse. One reason for this is that there appears to be a clear triangular, rather than binary, model of actors in anti-racist political discourse: the politicians who attempt to fight racism and defend minorities and immigrants, the minorities and immigrants themselves, and the conservative politicians who wish to implement more stringent laws and policies. Unlike racist politicians who usually attack those who are not present to defend themselves, politicians engaging in anti-racism are arguing against their political opponents in parliament. Indeed one of the key issues in using CDA in anti-racism is that it is the members of the in-group (politicians) who are defending members of the out-group (minorities and immigrants). This throws up particular questions about how anti-racist politicians construct social reality differently from right-wing politicians.

The aim of this paper is to show the development of methods to explore anti-racist political discourse using CDA. Taking data from Australian and German parliamentary debates for a comparative perspective, this paper will highlight strategies that may serve useful in analysing anti-racist strategies in parliamentary speeches.

Isabel Craveiro

## **Fertility and Poverty: Representations of Poor and Non Poor Urban Women and Health Professionals about Fertility and Maternal Health Care**

Session: Qualitative Inquiry in Urban and Community Research

There is recognition of the importance of understanding lay and health professional's perspectives and studying social inequality representations. Our objectives were to know the representations of urban women about fertility exploring the interaction with reproductive health care and representations of health professionals on the "poor" women fertility behaviours and reproductive health care utilization. We conducted a qualitative study with eight interviews and two focus groups with women (poor and non poor) and two focus groups with health professionals (nurses and doctors). The analysis reflects the discordance between women and health professional's representations of fertility, needs and patterns of reproductive health care.

Torsten Cress

### **Artifacts in Catholic Liturgy An Ethnographic Approach**

Session: Qualitative Research on Contemporary Religion

The talk will present an ethnographic approach to religion that asks for the relevance of things with respect to the performance of religious practices. Drawing on my investigation of Catholic liturgy, I want to show the suitability of studying religion at the level of its ongoing production through ritual practices by means of qualitative research – in this case: by participant observation and expert interviews – and how such a methodological approach can help answering basic questions of sociological theory. Pertaining to Goffmans concept of frame I emphasize the notion of liturgy as a set of specific situations and ask for the ways in which things (e.g. sacred buildings and their interior, chalices, monstrances, relics and reliquaries, rosaries, substances like water, oil, incense etc.) contribute to and facilitate the performance of ritual practices, and for the role they play for construction and organization of the framework of liturgy. The investigation of religious doings-with-things by qualitative research facilitates not only a precisely and fine-grained description of an exciting field of research, but also inspires beneficial interconnections of theoretical approaches and their application to the observed phenomena – as for example the combination and mutual information of Wittgensteinian and posthuman approaches to artefacts – and should lead to an empirical theory of practices that systematically considers things. Questions of the interdisciplinary dimension of ethnographic research are also addressed in the presentation.

Edda Currle

### **Focus Groups in Migration Research**

Session: Qualitative Research and Migration

Focus groups are quite new in migration research. As a qualitative data collection method, they are effective in helping researchers to learn the social norms of a community or subgroup, as well as the range of perspectives, experiences, attitudes, and opinions that exist within that community or subgroup. A focus group is a group discussion which enables analysis and understanding of a selected topic on the basis of the common characteristics of the group (for example gender, age, ethnicity, socio-economic status). The give-and-take situation of focus group discussions allows the participants to share their ideas and discuss their priority issues. The researcher will gain useful insights into the feelings of the people and learn what matters most to them. Furthermore they help observing the interchanges between and among different participants.

This paper reports on the experiences of the european forum for migration studies (efms) with focus groups in its research projects so far. We will discuss the advantages, but also the problems of focus group discussions in migration research concerning the recruitment, the implementation and the interpretation of the data. We will report on the following two projects:

(1) The research project “Brain Gain?” analyses the patterns of immigration and career as well as the working conditions of foreign leading researchers in Bavaria. The representatives of the target group act as experts and generate and impart knowledge, constituting an important basis for the development of society and economic productivity. We assume this group contributes significantly to the brain gain in Bavaria and Germany. The study aims at understanding the reasons

why foreign scientists move to Germany. Which migration channels do they use, why do they remigrate or move to another country? Which factors are restraining or supporting a decision to migrate? Under which conditions does the knowledge transfer work best? Due to the little empirical research on foreign scientists, we conduct a broad pilot study combining different methods. In the focus group discussions we bring together different scientists encouraging them to discuss their “migration stories”. This way, we want to learn about a wide range of experiences, perspectives, attitudes and opinions concerning our research questions. Since focus groups do not focus on individual information, we will also use the method of semi-structured interviews. Both methods help us to develop the questionnaire of the standardised survey of the main study.

(2) In another efms research project the target group consists of asylum seekers from Somalia, Iraq or Afghanistan. Using focus groups, the study seeks to understand the asylum seekers’ perspectives, views and perceptions on the access to information on the asylum procedure. The common characteristic of the focus groups is the nationality of the participants. Unlike the Brain-Gain groups (highly qualified migrants), the asylum seekers show a wide range of education levels. Recruitment, implementation and interpretation of such focus groups are affected by different problems. We will illustrate that, for example, different educational levels can influence the dynamics of focus groups in a negative way.

Guido Di Fraia

### **Internet as a Visual Lab: social network as new context of social research**

Session: Qualitative Research on and with New Technologies

This paper aims to describe the concrete experience of a qualitative visual research, realised during the academic course of social methodology and based on the use of a specific internet environment as a laboratory of research. The goals of the research was to investigate how people represent themselves, what interior models of inspirations have, and what social or cultural origins these models have. The present contribution focus one methodological aspects of our research work conducted using the Internet and social networking environments.

At first, we invited the students to use photo shutting to capture the most common “Imagoes” mise en scene by people in their social context. I refer to the Mc Adams (1988) concept of Images, that are the interior projections of fragmented identities, assimilated by culture, social context’s exchanges and personal experiences. To share and analyze the pictures as well as to organize, classified and analyze the all the collected material we used: a social network site, specific for sharing images, in order to upload and socialize photos, and a second social network (“wiki like”) to discuss and reconstruct a common representation of Imagoes. We used [www.4shared.com](http://www.4shared.com) creating a common login to access to the space. Each photo had a title, a caption and a description, written according to specific suggestions given during the lesson.

Secondly, we realized visual-narrative interviews with persons that have “evident” signs of these identified Imagoes. Also all interviews were discussed and analyzed using social network which was attended by 89 people, divided into working groups of about 3-5 people each. We use the expression “visual-narrative interviews” to describe the photo elicitation interviews with a biographical structure. Aim of the study was to investigate the possibility of using social networks: as virtual laboratories within which to study the processes of generation, exchange and sharing of social meanings environments through which to generate collective and shared interpretations of

social research investigations (“crowdsourcing” social interpretation). Based on research carried out, the paper analyzes in detail the strengths and weaknesses of these possible uses of new media and social network for qualitative social research.

Paul Eisewicht & Tilo Grenz

**Towards the Methodical Fixation of Fragmented and Elusive  
Social Proceedings in the Context of the Internet: Considerations on  
Complains Due to Online Computer Shopping**

Session: Qualitative Research on and with New Technologies

Digital technologies like the hybrid media of the Internet have become a common constituent of our everyday lives. Thus they are not only shaping the everyday practices of people but they are also increasingly shaping the socio-technical everyday research work in interpretative social science. This is not insubstantially due to the fact that these techniques help the scientist in various ways in all phases of the research (during data retrieval through easy access to electronical process data, in archiving and managing of the data and the project, in linking of material and codes, etc.). Furthermore, this socio-scientific practice can be understood as a reaction to the increasing telecommunicative construction of social reality in the context of digitalized media technologies, parallel to the media specific data corpus that is generated in analysing such phenomena. In other words: if subjective meaning is produced under the common recourse to digital techniques, the socio-scientific analysis has to take these techniques (and their usage) into consideration.

In the attempt to represent cultural practices which have been realised through multimedia in an adequate way for analysis, the social scientist has to inevitably ask himself the sociological key question of which elements the entity of the action he is interested in is constituted. This question becomes even more evident regarding the increased, media specific fragmentation of social action which is typical for the contemporary Western societies. The chronological, spatial and social transgression of boundaries of social action on the Internet can be seen as a cause of this fragmentation. Hence, the Internet is the example that the elements of actions neither occur merely in the same sort (chat, blog, email, forum, etc.) or channel (orally, written, symbolic) of communication nor in a stringently consecutive manner.

Out of methodological and methodical perspective Bergman’s (1985) question of the elusion and fixation of social reality therefore has to be posed again, due to the variously shaped forms of expression of transmedial action that the Internet melds. Communicative happening in the framework of virtual interaction is at least splintered in its overall coherence. Therewith the well-known presumption of ‘order at all points’ by Sacks is not devaluated – moreover, it could and should be devolved on computer mediated communications. It remains problematic though which interactional coherence or solely which sequence of it pertains to the constitution of order of action. It can be concluded that the medial fragmentation of social action results in a new quality of the elusion of the social construction of reality. In consequence, social researchers tend to turn to a reconstructive approach rather than the coverage of the execution of action via registrable research. However, in order to analyse the situational communicative constitution of order between actors a registrable conservation is inevitable.

With the practical experience from a current research project on complains due to online computer shopping, the empirical access problems of fixation of computer mediated communication

and difficulties of the fragmentation of social action shall be discussed. We focus on the overcoming of the temporal gap between the execution of action in situ and the empirical access to the happening that is required to analyse the elements that constitute a complain competence in a broad and consumer oriented perspective.

Concrete methodical questions that will be discussed in this context concern the danger of information overload that is easily generated by a researcher when working with chat, email or forum communication. Due to this the matter arouses where in each case complain relevant communication between which actors is actually happening (especially non public email or private messages or more or less incidental, casual communication must be available for analysis). In the end, nevertheless, any data corpora are under general suspicion of being incomplete. This implies a need for discussion on how these splinters of communication (with all their microscopic situation defining occurrences) are to be pieced together when a sequential course of action is to be considered, and if in consequence of this needful composition of data material one can speak methodologically of registrable research. At least as to the chronological course of action, communication on the Internet has not seldom the advantage that time stamps are easily found in posts, comments, emails and threads. However, it is questionable how this easily accessible and saveable electronic process data can be seen as material of a registrable research. We favour this though because after all these are integral elements of the situational constitution of order and the only accessible means of expression to the alter ego.

We present the following methodical proposal as solution or compromise to handle the problem of fixation and accessibility: first, the usage of socio-scientific experiments which allows the capture of excerpts of the course of action in situ by audio-visual utilities (by capturing the happening on the screen and in front of the screen), even if only artificial. Second, a reconstructive approach through technically assisted diary methods which help documenting the broad course of action of the complainant with the help of pattern guided self disclosure. Third, a hybrid of registrable and reconstructive research including the systematic incorporation of the personal (in this case complain-related) experience of the researcher in the process of analysis for the preparation of possible heuristics. All these attempts represent the try to deal with the symptomatic media expanded interplay of human communication in the varying (virtual and real) spaces of social interaction. If the focus of research lies on the situational processes of the interactional construction of social order and reality, there is no way around the How of registrable research.

Biliana Fouilhoux

### **New Technologies of the Dancer's Health**

Session: Qualitative Methods in Discourse Research

This paper describes the breadth of emerging issues and concerns from an ongoing qualitative research study into dance education which involves somatics and health concerns in France.

Central to this approach is the development of the individual through increased "self awareness" whereby opportunities are offered by somatics for the enhancement of reasoning processes with increasing perceptual and conceptual range in an atmosphere of exploration. In support of this the concept of "the technologies of the self" (Foucault, 1998) and its relevance to dance education is examined. Ethnographic methodology drawing on participation observation technique and

embodied practice is combined with interviews with AFCMD researchers and teachers and a detailed documentation on what exists on this subject.

My starting point is an empirical research using qualitative data related to dance education in France weaving data from dance classes with critical examination of related literature starting with Michel Foucault's notion of *technologies of the self*, one of the four social technologies defined by him in 1988. Foucault has demonstrated in his classes at the Collège de France at the beginning of the 80s that the technologies of the self are derived from cultural phenomena: these technologies could take the shape of reading, writing, meditating, walking, dancing... They share the same concern: taking care of oneself.

Johnson affirms that nurturing the sources of intelligence found in exploration of bodily feeling and movement hold the lowest possible places on scales of values motivating actual social choices. He describes development of somatics as new technologies of the dancer's self as "a steady resistance building among innovators who have devoted their lives to developing strategies for recovering the wisdom and creativity present in breathing, sensing, moving and touching." Jill Green (2002) described somatics as "a developing field related to the inner subjective experience of the body and its existence out to the social world" (p. 113)

Fortin (2009) argues that somatics as new technologies of the dancer's self and health allows dancers draw upon in their self-construction and make a greater state of autonomy possible, enabling them to resist domination: "However, self-construction does not happen in an vacuum – unfettered by context and the constraints of the surrounding discourses. Technologies of domination and technologies of the self are always interrelated, and contribute to our constructions, deconstructions and reconstructions of ourselves in the world." (Fortin, 2009: 48)

Other dance authors ( Green, 2001; Long, 2002; Huesca, 2005) have explored the applications of Michel Foucault's concepts showing that choreographers, teachers and dancers seek distance from the dominant vision of the body as object in all dance styles – ballet, contemporary dance. A variety of somatic educational practices have made their way into the dance milieu for that reason.

Heike Greschke

### **Ethnography and Mediated Cultures of Mobility: Facing Borderless Fields and Global Situations**

Session: Ethnography and the Study of Situations

In this paper I will explore ethnography's capability for understanding new cultural practices and techno-social realities, which have been emerging along with digital media usage in contemporary migration contexts. In the first part, an 'ethnic group' will be introduced that inhabits a common virtual space in the World Wide Web, while being physically located in different socio-geographical contexts. Nonetheless, as so called "transmigrants" most of the members do not remain "located" anywhere at all. They are profoundly mobile, travelling virtually and physically between different sites of being, sites of wanting-to-know, and sites of belonging – to name just a few. The construction of their virtually shared space "Cibervalle" as a place where to go and meet friends, in order to join events and share everyday life, however, is an ongoing practical achievement. Due to the interrelation of private and public sites, the boundaries of this social formation are by no means static nor easily to define even for the actors themselves. Ethnographic research on mediated cultures of mobility poses a set of problems, which require thorough reflection as well

as a search for creative solutions: We have to delimit and enter fields, which transcend the notions of classical ethnography in the literal sense; we find multi-media data types, for which up to date hardly any methods have been proposed and tested; we aim to describe realities for which the social sciences literally are at a loss for words. In other words, the more mobile and (computer-)mediated migrants' everyday lives are, the less suitable many of the procedures and assumptions turn out to be that had long been taken for granted in ethnography.

How then are we supposed to understand these emerging cultures and techno-social realities? Is there any possibility to position an ethnographic project facing cultures on the move? What does it mean to delimit research fields in global landscapes? And, finally, how can we grasp the participatory role of technology in creating and maintaining migrants' life worlds and cultures?

Taking the research on "Cibervalle" as an example, this paper critically examines the meaning of some key concepts of ethnography, like field, field entrance and positioning fieldwork. I will also reflect on the meaning of social situations, cases, and occasions in internet related field work. Finally, I will offer an example of how ethnographers can identify appropriate social situations for mapping the field, and how they can get close to the situation at issue without losing the sight for the overall picture.

Valerie Hänsch

### **What Are the Challenges and Contributions of Visual Research Methods in Africa? Applying Visual Research Techniques in Hidden Areas and Technological Fields**

Session: Qualitative Research in and on Africa

Visual research techniques are more and more used by social scientists in different fields. What are the advantages and challenges of using video-cameras, photo-cameras, films and pictures? On the basis of two different research settings, I outline the contributions of visual approaches for empirical social research in Africa. In one case, I describe the technique of video-elicitation and its relevance for the research on technology. Going even one step further, I demonstrate what it means to carry a video camera in the context of a flood disaster and highly politicized situation. By using the video camera certain unexpected actions appeared. Analyzing different modes of camera use of both, the people and the researcher, the innovative character and its possibilities for social research are being elaborated.

Regine Herbrink

### **Research Project "Emotionalization of Religion"**

Session: Qualitative Research on Contemporary Religion

The presentation will be about a new research project designed by Hubert Knoblauch and by myself. The background to our investigations is based around the observation that new religious movements are increasing distinguished by experience-orientation and emotionalization of religion. Therefore our aim is to analyze different religious groups and communities with regard to specific emotional coding and emotional styles in the field of each religious experience. In contrast different Christian groups and communities with a newpentecostalic protestant and charis-

matic influence are to be compared with the more conventional direction from the Protestant church and the Roman-Catholic.

In three different ways we want to analyze the emotions linked to religious experience in direct response to the communicative coding, their performance as well as their feeling and expression rules. A) Performance: Our focus partly being on the communicative – verbal, paralinguistic, gestural, mimic, vocalized, orchestrated, situational and interactive – emotional forms in which the actors realize their services in form of a performance; the analysis gains access through a series of video documentations. B) Meaning: To investigate the way the observed performance of communicative patterns are interpreted by the members of the congregation, we focus on the attributions of meaning the actors accomplished to the emotions associated with their religious practice. This topic shall be investigated by interviews. C) Milieux: The emotions, services and religious experiences are not detached by other fields of the actors' religious and everyday life. Therefore we want to know if the analysis of the secondary data shows a connection between the emotional styles of the observed groups (evangelical, pentecostal, charismatic, national protestant church or roman catholic) and the specific milieux their members are recruited from.

Katharina Inhetveen

### **Qualitative Interviewing in a Multilingual Field: Combining Oral and Written Translations**

Session: Qualitative Research in and on Africa

Like many other research sites in African studies and migration research, refugee camps are typically multi-lingual fields. The more languages are spoken among the participants in the field, the less will a single researcher be able to master them all. For studying such fields, ethnographic research designs will have to incorporate several languages, and they must methodologically consider the unavoidable processes of translation.

The paper addresses methodical implications of multi-lingual research designs with regard to both data gathering and data analysis. More specifically, it proposes a systematic combination of oral and written translation, accompanied by focused discussions with the translating research assistants, to be used in ethnographic interviewing. It is shown how this combination allows for making the inherent problems of translation processes more transparent and thus serves a diagnostic function. Moreover, the combination can also be employed in a heuristic function, as problematic instances of translations point to virulent aspects of the research problem.

The paper is based on empirical material and experiences from a six months field research in two Zambian refugee camps.

Claudia Isep

### **Visualizing Monuments – Methodological Problems and Theoretical Consequences**

Session: Qualitative Methods and Social Memory Research

Monuments are one of the most classic topics in the field of memory research and it's unquestionable that monuments are visual phenomena. Although visual methods are becoming increasingly important, hardly any study focuses on the visual quality of monuments in their whole context, which means on the monument itself as well as on its environment. At the best, existing studies reflect the relationship between text and image. Yet I don't know from any empirical research project that asks explicitly for the relation between a monument and its surroundings. My paper is based on an interdisciplinary, transnational photographic study of war memorials in three different cities (Klagenfurt/Austria, Ljubljana/Slovenia, Trieste/Italy) and questions their function in their visual context, as those artifacts don't stand 'alone' but are integrated into specific settings. The thesis here is that a monument's environment is in its visual dimension as important as the monument itself. Hence, the direct environment of the memorial needs close attention for it is this environment that 'decides' how visible the artifact actually is. As we know, people often don't even notice monuments, they seem to have a tendency to 'disappear'. I will argue that this is (among other reasons) precisely due to the appearance of their surroundings. The character of a memorial's environment affects also the way people can and do 'make use of it'. This raises questions such as: Do we find a monument in a quiet park, on a busy street corner or even in the backyard of some public building? Is it accessible? Are there paths leading towards it? This direct environment must also be seen in its context, that is the city as a whole, for it obviously makes a difference if a monument is e.g. located centrally or at the peripheries. It's therefore also necessary to map monuments in order to be able to discuss their relevance within urban settings. Our study is based on approx. 2500 photographs of nearly 100 different monuments in the three aforementioned cities. Additionally the monuments were mapped, field notes were taken, sketches drawn and further information was gathered from authorities. As using visual data always raises the question of an adequate implementation and visualization of this data in scientific papers, I will also deal with this problem. Furthermore it is already the data gathering that has to be problematized: Can we really capture a monument's environment (and sometimes even the monument itself) using a photo camera? What can be pictured and what remains 'hidden' to the camera? Which problems arise and how could they possibly be solved? I'll conclude trying to raise the question, which theoretical consequences follow from such an approach and how far it allows us to find new answers to 'old questions'. I argue that if we take the visual quality of monuments seriously, we can come to surprising results that call for further discussion.

Katarina Jacobsson

### **Shaping Memory through Reporting Instances – Memory Work among Medical Staff**

Session: Qualitative Methods and Social Memory Research

Social memory in a medical context differ radically from, for instance, how a social group of people pass on stories of historical events that often are linked to identity and culture. Yet the

shaping of the story is no less normative. The organizational routine (patient records and continuous reports) strives for an objective, reliable story about the patients and his or her treatment. The aim of this paper is to examine how “medical memory work” is accomplished in practice, drawing on ethnographic field-notes from shadowing both doctors and nurses at a cardiology clinic. I explore the prospect of using the concept of social memory to explain how medical staff interactively remembers whom the patient is, what his or her problems are, what has been decided and what is planned for the patient. Medical staff spends a significant amount of time on reporting such information to the next shift, but also to other occupational groups during the day (nurses to doctors, nurses to assisting nurses etc.) At the hospital, the reporting instances on each and every patient are an everyday interactional method for remembering important lab-results and tests to be taken, medicine, previous and present diagnoses etc. Thus, remembering is vital to both patient and staff. The patient record is a fundamental agent in this endeavour and – among other things – it constitutes the “final” filed away memory when scribbled notes are thrown away and oral reports are long forgotten.

Anna Kacperczyk

**Video Recordings and Micro Analysis of Climbing Activity  
An Application of Visual Grounded Theory  
in the Research of Bouldering**

Session: Qualitative Methods and Grounded Theory

The paper deals with research and analytic strategy which use video recordings for reconstruction of interactional rules in bouldering. The process of generating the properties of collective activity will be presented in the paper. The analysis of video allows to grasp embodied and interactive character of the social activity that is created by verbal utterances (crying, advices, clues, etc.) of observers and the answers by body moves of climbers. Comparing video recordings from different places of climbing (natural places in the rocks area and artificial climbing walls), and different forms of activity (experienced climbers and inexperienced ones, bouldering and other kinds of climbing) allows to grasp the properties the studied interactions. The paper will show the analysis of video and its reference to visual grounded theory and its basic procedures like: theoretical sampling, constant comparative method, and theoretical saturation.

Reiner Keller

**Introducing Qualitative Methods in Discourse Research:  
The Sociology of Knowledge Approach to Discourse**

Session: Qualitative Methods in Discourse Research

The contribution outlines a research programme which I have coined the “sociology of knowledge approach to discourse” (Wissenssoziologische Diskursanalyse WDA). This approach to discourse integrates important insights of FOUCAULT's theory of discourse into the interpretative paradigm in the social sciences, especially the “German” approach of hermeneutic sociology of knowledge (Hermeneutische Wissenssoziologie). Accordingly, in this approach discourses are considered as “structured and structuring structures” which shape social practices of enunciation.

Unlike some Foucauldian approaches, the WDA approach to discourse recognises the importance of socially constituted actors in the social production and circulation of knowledge as well as the interpretative dimension of discourse research. Furthermore, it combines research questions related to the concept of “discourse” with the methodical toolbox of qualitative social research. Going beyond questions of language in use, “the sociology of knowledge approach to discourse” (Wissenssoziologische Diskursanalyse) addresses sociological interests, the analyses of social relations and politics of knowledge as well as the discursive construction of reality as an empirical (“material”) process. For empirical research on discourse the approach proposes the use of analytical concepts from the sociology of knowledge tradition, such as interpretative schemes or frames (Deutungsmuster), “classifications”, “phenomenal structure” (Phänomenstruktur), “narrative structure”, “dispositif” etc., and the use of the methodological strategies of “grounded theory”.

Andrew King

**‘Membership Matters’: Applying Membership Categorisation Analysis (MCA) to Qualitative Data using Computer-Assisted Qualitative Data Analysis (CAQDAS) Software**

Session: Qualitative Research on and with New Technologies

This paper introduces and outlines a methodology that may be unfamiliar to some qualitative researchers: Membership Categorisation Analysis (MCA). The first section of the paper explains the basic principles of MCA and why it is a valid method for exploring the power of categorisations in texts and talk. Additionally, it explains why MCA differs from other forms of qualitative data analysis. The second section offers a detailed description of how MCA was applied to qualitative data using the CAQDAS software package NVivo is outlined. To provide examples, this paper draws on a project that used MCA to analyse the interview accounts of 25 young people who had taken a Gap Year between leaving school and beginning university. The paper concludes that qualitative researchers should consider using MCA and that CAQDAS is a useful tool to aid its application.

Frank Kleemann, Tabea Beyreuther & Sabine Hornung

**Communication Structures on Internet Platforms:  
A Qualitative Analysis of Innovation Contests**

Session: Qualitative Research on and with New Technologies

Internet platforms are particular media based on (social) software technologies. The scope of possible activities on the platform, and channels of communication are defined by technological specifications of the platform. Online activities are for example commenting on inputs of other users, personal communication with other users or linking personal accounts of users as ‘friends’. Besides cooperation of users with other users, it is also possible for users to interact with the operators of the site by giving feedback via comments or asking for support. All (registered) users can follow the communication of other users, making for the ‘public’ character of internet platforms.

While the focus of interest has mainly been on social media, internet platforms are also being increasingly used for commercial purposes. Company-run platforms (e.g., “branded communi-

ties”) offer new ways for both company-consumer and consumer-consumer interaction. Thus, companies amplify the scope of economic activities and interaction with consumers.

The empirical focus of the paper to be presented is on a particular commercial use of internet platforms: innovation contests run by companies on the basis of internet platforms (cf. <http://www.innovation-community.de/> for example contests administrated by a commercial provider). By running such contests, companies mainly aim for generating innovative product ideas and designs, and for identifying customer demands, and for advertising own goods and services. For participants, technical conditions are set: they can submit ideas or designs, comment and vote on suggestions or designs and send messages.

The presentation builds on data from a research project currently under way at Chemnitz University of Technology (cf. <http://www.konsumentenarbeit.de>). We analyse both the structuring effects of the particular setup of innovation contest platforms (i.e., the technological social meaning), and the ways in which participants make use of the possibilities for activity and communication (i.e., the human social meaning).

In methodological terms, the presumption is that conversation analysis can be utilised as a tool to analyse both technological and human social meaning. The points in question are to what extent conversation analysis can be used in order to grasp both dimensions, and which other methods can, and should, be used in order to complement conversation analysis.

Georg Klute

### **Double Ethnography: Collaborative Fieldwork between Familiarity and Mirroring**

Session: Qualitative Research in and on Africa

The paper explores the possibilities and problems of an interdisciplinary collaborative research involving a dozen of African and German researchers from different disciplines: anthropology, development sociology, rural sociology, Islamic studies, agronomy, history, African studies, law and economics.

After a summary of the project’s central concepts and assumptions, we discuss the advantages and disadvantages of research “at home” which are, among other things, characterized by efforts on the researcher’s side of distancing himself from the group investigated, and on the other by attempts of the investigated group to capture the researcher, or at least the results of the research, for its own ends. (1) In a second part, we discuss the conflict existing between applied and fundamental research (2). Given the financial difficulties of many a research institution in Africa, quite a number of African colleagues are forced to engage in applied research to the detriment of fundamental research. Academic “socialisation” in applied research indeed represents a number of methodological and epistemological problems importing, for example, positivist thinking in project designs and reducing reflexivity. To counteract these disadvantages, we developed the method of “double ethnography” (3). Double ethnography is the ethnographic observation of ethnographic fieldwork establishing a kind of division of labour between “domestic” and “foreign” researchers. The repeated mirroring of collected data from different angles and the level of reflexivity reached thereby reduces not only positivistic oriented analysis, but helps also to bring together divergent disciplinary perspectives and to put supposed certainties into question.

Krzysztof Konecki

## **Visual Grounded Theory**

Session: Qualitative Methods and Grounded Theory

I would like to present in the presentation some basic procedures and methodological concepts of grounded theory that use visual data and visual grounded theory. The visual grounded theory is a methodology that uses the visual data to construct categories, properties and integrated theoretical statements on actions and visual phenomena that are usually manifested as processes. The visual processes are the natural surrounding of our activities and are often our activities per se. The conceptualization of visual data and creating a theory on visual phenomena are basics of visual grounded theory. The analysis of visual data and visual aspects of actions could also be one of the forms of doing grounded theory with visual data. The visual methods and data could be very helpful whenever we want to generate theory on any process not only on visual ones.

We present in the chapter the principles and procedures of visual grounded theory basing on our research and analysis and on some experiences of other authors.

Jan Krasni

## **Visualizing the Unseen: Depicting the Abstract in German Media**

Session: Qualitative Methods in Discourse Research

In my paper, I will combine two methods of media discourse analysis in order to achieve new insights into not only power relations inherent in texts but also the manner in which collective memory is constituted. Firstly, I will critically examine the social semiotic method of qualitative discourse analysis developed by Theo van Leeuwen and Gunther Kress as a resource for describing how linguistic semiotic modes, together with mixed linguistic/non-linguistic modes, are used to establish and confirm power relations within pluricodic texts.

Secondly, I will investigate the practicability of applying the concept of Key Visuals / Key Invisibles, postulated by sociologist Peter Ludes, in order to gain an understanding from a sociological and culture theoretical perspective of the means by which certain content becomes part of collective memory and by which it is manipulated. In this way, I hope to determine if an operationalization of Key Visual/Key Invisible is possible in order to view its associative potential as a semiotic resource.

I will apply this methodological device to video sequences of German news outlets reporting of bonus payments to top bank managers during the world economic crisis. Thereby, I will examine the thesis that the discourse facilitated by these reports is characterized by highly negative representation of managers: the news outlets seem to hold them responsible for the economic crisis, instead of investigating the causes of the crisis. I will analyze which devices are being used in the accusation of the managers and will attempt to determine if there are Key Visuals/Invisibles used to this end. In the case that there are, I will analyse their use in the context of the truth imperative of journalistic reporting. In this section, I will focus on the connection between mediated content and the possibilities of depicting or recording the unseen processes of bonus payment.

Seweryn Krupnik

## **Identifying Social Mechanisms with Grounded Theory Case Study of Investment Subsidies**

Session: Qualitative Methods and Grounded Theory

Investment subsidies belong to the most popular means of public support for enterprises. Only in Poland, within next few years more than 2 billion Euros will be spend to support small and medium sized enterprises. The mechanism of support is unsophisticated. Companies have part of their investments paid from public money.

Allegedly, subsidies serve the public interest by enhancing competitiveness of national economy. However, the empirical evidence do not support these claims. The main research question of the presented project was following: what is the real influence of investment subsidies on decision making process of entrepreneurs? The research draws on both program theory evaluation and argumentation analysis. In order to research the issue, grounded theory methodology was used. As a consequence, both methodological and data source triangulations were applied: both qualitative (eg. in-depth interviews) and quantitative (quasi experimental, content analysis) methods were deployed; viewpoints of manifold groups (i.e. entrepreneurs, clerks, journalists and experts) were reconstructed.

The study brought manifold findings. The main results of the investigation is that investment subsidies do not cause effects which they are very often thought to be. Within the study the assumed logic of the intervention (chains of causes and effects) was investigated and many flawed assumptions were found. They do not only indicate that the intervention should not be implemented, but also explain why it is still deployed.

Torsten Kühlmann & Miriam Busse

## **The Exploration of Knowledge Transfer between Inpatriates and Local Colleagues in Multinational Companies Incorporating the Critical Incident Technique in Focus Group Interviews**

Session: Qualitative Research and Migration

Multinational companies (MNCs) increasingly need to mobilize and integrate knowledge from multiple locations and individuals at home and abroad. At the same time, research has found that knowledge is difficult to transfer. The international management literature focuses on expatriate managers as transferors of knowledge either during their assignment or after repatriation.

Our study, however, tries to understand the role that inpatriates play in the knowledge transfer and knowledge creation process. Inpatriates are host country nationals who have been moved from foreign subsidiaries to the parent company on a temporary basis. Little empirical research on this topic exists to date.

The mainstream approach is capturing knowledge transfer through survey responses to questions related to sending and receiving knowledge or through measures of formal adoption of practices. Our own approach to knowledge transfer is a qualitative one, taking into consideration the multidirectional, complex and under-researched nature of the phenomenon. We specifically designed a combination of the focus group interview with the critical incident technique (CIT). While the

focus group atmosphere encourages participants to speak freely about behaviours, experiences, opinions or values they possess allowing researchers to better understand how participants arrive at, alter, and sustain their perspectives the focus group interview does not actually offer the same depth of information as a one-to-one interview. To get a more detailed pursuit of information about knowledge transfer encounters between in-patriates and their local colleagues we included elements of the critical incident technique in the interviewing schedule.

The benefits as well as the limitations associated with the integration of a group discussion technique and a one-to-one interview technique are illustrated with examples from our research project. We conclude with suggestions for future research and practical implications.

Elisio Macamo

### **Making the Field Speak: How to Make Sense of African Data Using Interpretive Approaches**

Session: Qualitative Research in and on Africa

The paper discusses issues resulting from the observation of phenomena in societies which are made sense of on the basis of concepts developed elsewhere (usually in Europe and North America). The main question to be discussed concerns the legitimacy of the conclusions which the researcher draws from what he or she observes. Central to interpretive approaches is the way in which they have sought to turn the relationship between reality and the perception thereof by an observer (second order observation) into a key issue in their methodological concerns. To what extent can the questions borne out of these concerns be made relevant to the analysis of the challenging problem of the eloquence of findings in research on Africa? Drawing from my own research experience with different interpretive tools I will seek to identify a few answers to this question.

Christoph Maeder

### **Toward an Ethnosonography of Soundscapes: Noise and Sounds and the Social Situation**

Session: Ethnography and the Study of Situations

Modern sociology is by no doubt logocentric (eg. conversational analysis, hermeneutics, discourse analysis) and increasingly engaged with visual aspects of social practice (see Knoblauch & Schnettler). Social sciences have profited a lot from such endeavours. But interestingly even technically sophisticated approaches like the video studies have left out an important feature of everyday life in interaction: the sounds (not the words) that surround and embed every social interaction. Sounds do have some intriguing properties, which influence, sometimes even guide, determine or destroy social practice. I only mention a few here:

1. Sounds form a background to every situation and they are omnipresent;
2. Sounds are always a part of something else;
3. Only a part of the sonic environment is planned or even manmade;
4. Sounds cannot be actively stopped or ignored by the participants of a situation like views, since there is no 'earlid';
5. We can find many social rules that regulate sounds in situations;
6. Sounds and in particular noise are distributed socially according to the socio-economic status of populations, along hierarchies in organisations and along "rights to sound" in situations;
7. Sounds can relate

man with many animals; 8. Sounds are part of the cultural background knowledge to interact in situations. The ethnomethodological form of tacit knowledge like ‚seen but unnoticed‘ is transformed into ‚heard but unnoticed‘; 9. Sounds can be tied to identities of people and places.

Taken together it is correct to say that we do live not only in visual landscapes, but also in acoustic soundscapes at the same time. And these soundscapes are closely linked to what is called “auditory culture” (Bull & Back 2004). In my presentation I will first briefly present the idea and some basic concepts of the soundscape according to the soundscape studies (Schaffer 1994), which started in the seventies of the last century. Then I will introduce some concepts of the sonic experience of everyday sounds (Augoyard & Torge 2006). Together this will lead me to the concept of the acoustic community and the situations embedded within. As an empirical example I use some sound data from my ongoing research on the acoustic household or acoustic repertoire in and of educational situations. The aim of this project is to develop concepts for empirical research on soundscapes as a form of cultural practice, a framework for ethnosonography.

Slawomir Magala

### **Critical Visual Discourses**

Session: Qualitative Methods in Discourse Research

“Every picture tells a story. Or does it?” This question has been voiced by critics and theoreticians of photography (Susan Sontag), by visual sociologists and anthropologists (W.J.T. Mitchell), sociologists of communication (Manuel Castells) and researchers in organization and management (Yiannis Gabriel). The problem is that we – after Gutenberg and before touchscreen’s final victory – are facing the iconic revolution in making sense of our actions, shaping our environments and managing ourselves. Our predicament is similar to the one, which had divided Byzantine iconoclasts and iconophiles: the latter won, but it took one and a half millennium for the image to rival the word. But our stakes are higher. What is at stake is both the possibility of developing critical competence of concerned citizens (we should be aware of what images really want from us) and to restructure our mass communications so that the democratic deficit does not get sanctioned by powers that be. We should be able to talk back to our screens and touchpads and our talk should walk – none of this would happen if we did not take due precautions and learned how to live with uncertainty, ambiguity, hybrids and mongrels of intercultural cross-breeding. Let’s.

Jaroslava Marhankova

### **Intimate Relationships in Later Life Ethnography of Centres for Elderly**

Session: Ethnography and the Study of Situations

This paper focuses on the heterosexual intimate relationships of elderly people. Sexuality and intimate relationships have been for a long time excluded from the representations of aging and elderly. The aging body is often perceived as desexualized. This paper focuses on a distinct group of elderly people (especially widows aged sixty two and older) that share a very similar active lifestyle and the way they relate to the processes of partners seeking and possible next remarriage. At the same time it analyzes how is their behavior and relationships interpreted in the specific con-

text of organizations that offer leisure time activities only for elderly people where they spend a considerable amount of their time in retirement. This paper is based on a qualitative ethnographic study of two centres in the Czech Republic that offer leisure-time activities only for the elderly (for example educational courses, social activities, exercise programs, etc.). The participant observation was conducted for twenty months and more than sixty people (clients, employees) were interviewed during the research. This paper shows that although the aging body is often perceived as desexualized, in the context of these organizations they are perceived as highly sexualized. The behavior of the clients is often by the employees interpreted in terms of partner seeking (especially in the case of widows). This paper points out that this approach of employees function as an important mechanism of the exclusion of men that (subsequently) represent a minority of the clients. This exclusion of men is further reified through the notion of different gender behaviour patterns. Both women-clients and employees refer to men-seniors as naturally more lazy. Although the employees of the centres interpret the client's behaviour in terms of partner seeking, the women themselves explicitly reject any attempt to find a new partner and refer to men passivity in old age and gender division of labor as restriction of their active lifestyle.

Tomas Marttila

### **Post-Structural Discourse Analysis as Second-Order Interpretation**

Session: Qualitative Methods in Discourse Research

Post-structural deconstruction of the scientific objectivity also reduces the post-structural theory to still 'another' discourse with its particular claims about the being and forms of constitution of society. In this context epistemological questions about appropriate methods and validation of analytical observations are of secondary importance. After all, knowledge produced by means of the discourse analysis must be considered as relative to the empirical analysis guiding theoretical framework. This paper takes a position against this resenting 'epistemological pragmatism' and postulates instead the necessity to define a clear epistemological position of empirical discourse analysis.

Even though post-structural discourse theory of Foucault and others reject the Cartesian distinction between subjects and objects of knowledge, discourse analysts must evaluate and reflect upon their research practices in light of the forms and constitutive logic of discourse formations and practices that discourse analysis is intended to reconstruct. Discourse analysis is theoretically presumptive since any observation and selection of objects of observation, such as statements, subject positions and social events are meaningful only with regard to what is already known about the discursive logics embracing these objects. This means that discourse analytical practices can be discussed in terms of their introspective validity. The appropriateness of discourse analytical practices, such as lexicographic methods, hermeneutic interpretation, content analysis, or grounded theory, can be measured in relation to their capacity to illuminate the reality that the researcher presupposes to exist. Discourse analysis is in this regard a form of theoretically informed 'second-order interpretation' that at the same time constructs and reconstructs its own objects of knowledge.

This relation of inter-dependence between theoretical knowledge and empirical practice demands epistemological guidelines that enable us to both choose and appropriately use different analytical practices, methods of inquiry and research strategies. The French epistemological thought of Gaston Bachelard, Georges Canguilhem, Louis Althusser, Etienne Balibar, Michel Foucault and

Pierre Bourdieu provides altogether four epistemological criteria that inform us how we should reflect upon the practice of discourse analysis with regard to our theoretical position. These criteria are: recognition of epistemic limits of knowledge; sustainment of the possibility to epistemological break; holistic use of theory; and reflexive objectivation of the subject of objectivation. The paper concludes in the manner of an illustration of the actual influence that these four criteria have on the practical conduct of discourse analysis.

Delia-Evelyne Nicoué

### **Studying Migration and Migrants' Knowledge among Eritreans and Ethiopians in Multiple Stations**

Session: Qualitative Research and Migration

This paper seeks to give a brief overview of specific aspects of qualitative methods used in our research project "Dynamic Worlds of Imagination – Learning Processes, Knowledge and Communication among Young Urban Migrants from Eritrea and Ethiopia". The migration experience of young urban migrants from Eritrea and Ethiopia is a learning process in which the knowledge of the migrants is fed with typical recipes for social action (i.e. in interaction with authorities, employers etc.), rumors and information from the migrant's transnational communication milieu, and is strengthened by experiences in situations of uncertainty. This acquired knowledge in the changing life worlds is assumed to be constantly transforming along the passage to Europe.

The main biographical approach in addition with methods of participant observation and informal as well as semi-structured interviews proves to be a fruitful attempt to encompass structures of the altering situational experiences and habitual knowledge of Eritrean and Ethiopian migrants. A particular focus thereby lies on the access to special migrant's knowledge and its influence on decision making processes along the journey towards a better place and life. The data collected together with individuals in typical milieu provides insightful meanings within the narrated life and migration stories.

The life-worlds and expectations of migrants at one of the early stages of their journey, Khartoum (Sudan), and those at an advanced stage in Bavaria will be contrasted in this paper. The objective of this multi-local research approach following the dynamics of newly emerging migration patterns is to contribute to the methodological debate in migration studies. The findings within biographies in a station should hence constitute hypothesis which will lead to more specific questions in other stages and stations of the trajectories and vice versa, so as to assemble the fragments of the fluid migrant's social world.

Michaela Pfadenhauer & Alexa Maria Kunz

### **Logbook Revisited: Methodological Implications of Using Logbooks in Explorative Research Designs A Comparison of Paper-Pencil and Electronic Methods**

Session: Qualitative Research on and with New Technologies

Recently, using logbooks as a method of collecting empirical data is enjoying an increasing popularity. The instrument, which is related to the diary method – particularly known from historical

research on the one hand and clinical, medical-psychological research on the other hand (see Alaszewski 2006) – finds its way into perception studies as well as into qualitative market research. Particularly current developments in mobile technologies provide a remarkable opportunity of developing innovative tools for empirical research with logbooks. These developments, as well as our own experience in using both kind of logs (paper-pencil and electronic ones) in explorative research designs, disposes us to focus these methods in a differentiated, methodical-methodological reflexion.

Based on our own results of two explorative studies on different types of university students – focussing particularly the aspect of how they perceive and how they acquire ‘their’ campus area (see Gothe/Pfadenhauer 2010) – where we collected data by using paper-pencil-logs as well as electronic logs, the presented paper aims to give first methodical and methodological insights on two aspects: (1) on the logbook in general as a method of collecting data in qualitative research processes, (2) on the comparison of paper-pencil-logs on the one hand and electronic logs (in form of smartphones/PDAs) on the other hand.

By using a comparative perspective we would like to consider usability aspects (like the handling of the respective tool), technical aspects (like the fabrication of the different logs) and pragmatial aspects (like the respondents’ supervision and the data preparation) as well as methodological implications in using self-report-methods – like the intended requirement of “capturing life as it is lived” (Bolger/Davis/Rafaeli 2003). Also ‘side-effects’ – as the phenomenon of self-monitoring being the first step towards self-management (see Ebner-Priemer/Bohus 2008: 1552) should be taken into account. In such an extent, questions to the relation of reconstructive research and ‘registerable’ research in general will be raised. Last but not least, the way of how users handle particularly the technical tool, allows well-founded presumptions about the mediatization of every-day life – which itself causes methodological consequences like the following: “While the willingness of people to carry phones is the key argument for using them for data collection, it also introduces threats that are particular to the skills and practices of using the phone” (Raento et al. 2009: 449).

While reflecting new, emerging technological instruments the methodological implications often are more obvious. Sensitized by this observation, the awareness for implications of so called established methods can be risen, too.

Tiina Räisä

### **Method for Multimodal Discourse Analysis**

Session: Qualitative Methods in Discourse Research

The seeking for a fully functional multimodal method has been going on for some time. The reasons why such a method has not yet revealed itself might be obvious, but still: the differences between producing and interpreting images on the one hand and spoken or written text on the other hand are multiple. What goes on in our brain when processing different modalities *at the same time* is beyond our current knowledge.

A lot of valuable insight is to be found in the works of Kress & van Leeuwen, van Dijk and many others. Maybe there exist a visual grammar; the problem is that a visual grammar does not seem to be applicable to other forms of text, and vice versa. The aim is to come up with a tool kit, which can be directed to all kinds of texts. When trying to analyze TV-news two difficulties arise: the

visual representations in a TV context consist of moving images. Freezing the flow of images and just analyzing some crucial bits can solve this.

The other hinder is context. When creating commercial images the process entails a great amount of awareness of the receiver and his/her preferences: everything has to be in place. News images work quite the other way round. The hectic production timetable does not leave much space for reflection or analyzing. What comes out is most often stereotypical reduplications of media stories. This is what makes the TV news story so interesting: it shows the state of affairs in an embarrassingly unfiltered way.

My ambition is to process a multimodal discourse method, which should be applicable to different texts and different contexts. The first step is to analyze time, space and agent/object. Secondly we investigate the quality and quantity of the different parameters. So, when looking at an image of a berry picking Asian male in a Finnish forest and reading the text connected to that picture (about seasonal workers as a solution on the labour force deficit) one can start organizing the material: It is autumn (time), in the forest (space), an Asian man (agent), lingonberries (object). Autumn again is depicted as a cold, but beautiful season (quality), there is a lot of space, but just one man (quantity), and so on... This is a first attempt to come closer to a method that would give us information about the interplay between visuals and other text types.

Bernd Rebstein

## **Moderation as a Form of Knowledge Transfer during Ethnic Events**

Session: Qualitative Research and Migration

The paper aims at a 'white spot' on the map of qualitative migration research and is part of a ongoing project (title: video-analysis of migrant knowledge) that draws special attention to the performative dimensions of migrant knowledge. It follows the question, how that knowledge is communicated between migrants and members of the majority society during social events and gatherings (in Goffman's sense of situated meetings and conduct of people sharing each others co-presence in face-to-face settings) taking place in migrant milieus.

For the conference the state of work and preliminary results of research will be presented. The presentation focuses on the aspect of moderation as a recurrent form of knowledge communication. Moderation plays an important part in many social events in migration as well as non-migration contexts. However research shows that, apart from general similarities and differences between moderations in both contexts, there are also inter-ethnic differences. They become visible (and can be gathered) in situations where cultural and verbal barriers occur between the different participants of communication (moderator(s), audience, actor(s) etc.). To handle these barriers, moderation has at its disposal specific forms of performance that can be seen as typical for ethnic social events.

The presentation will address these specific forms. It will also include audiovisual sequences of the data-corpus that will be shown to visualize the findings of the research.

Anne Ryen

**“Karibuni!”**  
**On decolonialisation of Qualitative Inquiry**

Session: Qualitative Research in an on Africa

I claim there is a need for critical reflections on the “decolonisation of Qualitative Inquiry”. Last years we have seen a forest (or a quagmire?) of terms associated with and employed in this debate such as “Decolonising”, “Indigenous”, “Europeanism” and “Ubuntu”. We also observe contemporary voices from across an array of epistemologies from postmodern reflexivity to the transformative paradigm including romantic, essentialist arguments that inevitably may invite political controversy and problems.

They are all welcomed to enrich and nuance the discussion, both epistemologically and in practice. However, I argue that globalism in higher education and research represents a potential neo-neo invasion of the South, Africa included. Whereas the first phase aimed at non-western territory, the second wave came with the vested interests represented by NGOs. As strongly argued also by African and Asian scholars, the third and contemporary complex and intricate phase of colonialism has made “the captured mind” its main focus.

Thus, to get at the qualitative inquiry potential to knowledge production as well as to advance human rights, we need to understand “Research in Africa” as embedded in a wider structure. Based on 20 years of research in East-Africa, my paper is a contribution to this vital debate.

Sona Saghatelian

**Metaphor Analysis: a Promising Methodology**  
**for Analysis of Sociological Discourse**

Session: Qualitative Methods in Discourse Research

Recent look on a metaphor, appeared in last decades caused a wide resonance in the interdisciplinary field of scientific investigations. However, despite of its obvious sociological potential, metaphoric analysis still remains a prerogative of linguists, philosophers and political scientists. This article outlines the methodological potential of metaphor analysis in discourse analysis, proposes a procedure for identification and interpretation of metaphors. The article reviews a theoretical and methodological variety of approaches to metaphor analysis, arguing theoretical possibilities of implication of the latter for the purposes of analysis of scientific sociological discourse. As cognitive metaphor is a complex phenomenon the study takes shape at the intersection of several lines of investigation, namely 1) socio-linguistics 2) discourse-analysis, 3) sociology of knowledge. This article argues that metaphor analysis is a methodology, which gives an opportunity to underline and interpret those “meaning structures”, which are shaping connections between objective structures of the field of sociology and legitimate product of that field – sociological discourse. Theory of metaphor as it is discussed in linguistics and philosophy of language is addressed only to the limited extent. The article mostly focuses on the functions of metaphors for production of sociological knowledge as well as social aspects of referring to the metaphors in modern sociological discourse. Therefore, article argues that scientific sociological text can be viewed as a specific cognitive, mental space, shaped on the basis of metaphoric models. By outlining theoretical potential

and interdisciplinary nature of metaphor analysis, we argue for the necessity of deeper sociological consideration of the latter in the framework discourse analysis in sociology.

Kornelia Sammet

## **Using Group Discussions in Qualitative Research on Religion**

Session: Qualitative Research on Contemporary Religion

Group discussions are often used in research on contemporary religion but rarely reflected methodologically. The paper will differentiate between four perspectives on group discussions. First, they are often used as a method which enables to collect individual attitudes among a number of interviewees simultaneously. Second, especially Ralf Bohnsack in Germany, has developed group discussions as a method to provide access to collective patterns of orientation. Third, in group discussions the group as a social entity “sui generis” situated between interaction and organisation can be explored. The analysis of the data aims at reconstructing the group identity as well as interactive practices and routines: the boundary work of the group, the processes of inclusion and exclusion, the shared concepts of “belonging” and “community” etc. This third perspective of analysis can be combined with Troeltsch’s typology of mysticism, sects and churches. Fourth, research using group discussions can focus on communication: it analyzes religious communication as well as communication about religion, and the semantics they refer to.

All the analytical perspectives described above consider different types of sociality. Their potentials are demonstrated on the basis of data from current research.

Antonia Schmid

## **Bridging the Gap: The Visible and the Articulate in Discourse Analysis**

Session: Qualitative Methods in Discourse Research

Pictures and images play a central role in contemporary society. Not only do they mediate meaning in a seemingly universal language (Fromm 1957), their relevance for the construction of perception and beliefs cannot be underestimated. In global political and religious discourses, controversies often revolve around images, like in the violent conflict about the caricatures published by the Danish newspaper *Jyllands-Posten* (cf. Lütticken 2009). The function of visuality for the processing of perception into notions, for shaping ideas, has been discussed very early by Sigmund Freud (1932). Today, even neurobiologists acknowledge the proximity of images and cognition (cf. Hüther 2004). Yet in spite of the widely recognized influence the ‘Pictorial Turn’ – also referred to as ‘Iconic’ or ‘Visualistic’ – has had on both Humanities and natural sciences, discourse analyses have up to now only been conducted on linguistic artifacts. This is not entirely surprising, given that discourse theory and methodology have been developed in the aftermath of the so-called *linguistic* turn. However, the term ‘discourse’, as Michel Foucault established it, is linked to epistemes and power in ways mediated by *both* language and pictures/images, in “a mushy mixture of the articulable and the visible” (Deleuze 2006).

Nonetheless, the specific characteristics of pictures and images render a valid analysis ever more difficult. If a ‘statement’ is “the elementary unit of discourse” (Foucault 1969), how can it be

defined on a visual level? Pictures and images hold genuinely unique qualities that are translatable in language only partially, which makes assailable any analysis that does not account for their context. But even though art history has made efforts to include social and political conditions of image production (cf. Damisch 1998), it has not developed a methodology regarding *visual* discourse analyses either. That is why, as a relational method, not only discourse analysis benefits from extending its scope onto visual texts. Concurrently, it offers a viable way for the otherwise precarious analysis of pictures: statements, linguistic or pictorial, need to be analyzed in their relationship to others. As little standardized as this method is (cf. Angermüller 2001; Diaz- Bone 2006), discourse analyses share “a ‘post-positivist’, descriptive-reconstructive approach [...] that identifies the different elements and dimensions of the thematic field as constituting and stabilizing each other reciprocally” (Keller et al. 2003, translation A.S.). I believe this focus on the ways texts and context are connected is a way out of the *cul de sac* that the declaration of the articulable and the visible as irreducible seems to be. In my paper, I attempt to conceptualize a methodological approach for doing discourse analysis on visual material. For this purpose, I will introduce an extended notion of pictures and images, a *Bildbegriff* that allows to “bridge the gap” between linguistic and visual texts by using a thematically constituted notion of *topos*. I am further going to propose a procedure for implementing these deliberations by applying a framework that draws on research practices from Grounded Theory.

Ewa Stokluska

### **Among Young Biologists at Work Observing Socialization to International Academic Work Culture**

Session: Ethnography and the Study of Situations

The presentation will cover conclusions to date from a research conducted on a group of biology students at the University of Warsaw, preparing for participation in the worldwide synthetic biology competition iGEM. The ethnographic framework has been used to study students in the initial stage of their socialization to the international academic environment, by analyzing the process of assimilating international working standards and getting accustomed to international mobility as an element of specific work culture. What has been observed is a process happening in a particular situation: promising students building a team and working on a biological laboratory project, while entering the space of the international academia. In terms of ethnographic research it creates an opportunity to analyze conditions of existing in the academic setting as a young Polish life-science researcher and dynamics of his work. The identities of young Polish researchers and cultural norms under which they operate, will be of particular interest here. The main question to be answered in the presentation is how are the students equipped entering the space of international academic environment and what changes as the effect of them acting in this situation.

The presentation is to be an account of the ongoing research project led by Izabela Wagner, Ph.D., University of Warsaw, that has been conducted in 2009-2010. The key methods used were observation (in laboratory and at student seminars in Warsaw, and during the competition in Boston) and biographical interviews (gathering life stories and pre-/afterproject reflections). Getting closer to the situation was facilitated by a key informant – participant in the group, and the project leader’s previous experience in research in the lifescience field.

Robin Stoller

### **Holocaust Remembrance and Antisemitism in Germany – The Relation between the Public and the Private Discourse**

Session: Session: Qualitative Methods and Social Memory Research

This paper will discuss the relationship between the order of public discourse on the Holocaust in contemporary Germany and its influence on Holocaust perception and Antisemitism in the private sphere. Based on the analysis of qualitative interviews, the official Holocaust commemoration event (January, 27th in the German parliament) and newspaper articles, the contribution tries to estimate the influence of the public and state discourse on the individuals. The paper will conclude with a typology of the different kinds of antisemitic individuals and the influence of the order of public discourse on them.

Julian Stubbe

### **Using Video Data for Reconstructing Practices of Man-Machine-Interactivity**

Session: Qualitative Research on and with New Technologies

The field of human-machine-interactivity has received great attention from scholars both from Sociology of Technology and STS in the last years. While there have been interesting developments on the conceptual side, for instance the increasing use of social practice-based approaches, little has been done regarding the deployment of new methods in this field. Most research is still based on interview or survey data only, whereas empirical data generated with technical instruments, e.g. video, are only sparsely used. It is our concern to combine methods of video-analysis with concepts from Sociology of Technology, to contribute to a more sophisticated observation of human-machine-interactivity. In our talk we want to present the overall approach and first findings from an ongoing interdisciplinary research project, which is conducted by our department of Sociology of Technology with partners from usability research (funded by the DFG). We use video and audio taping for tracking human-machine-interactivity, triangulated with interview material. To be more concrete, we are using the analysis of video data to reconstruct typical patterns (practices) of interactivity on the micro-level of analysis. The ultimate goal is to discover interactivity sequences which are not individual, but specific for groups of users. Identifying these groups is a challenge of its own.

In our talk, we want to proceed in three steps: 1) our empirical case, 2) the methodological approach we have taken with a focus on the integration of video material and 3) first research findings.

Regarding 1) and 2), the empirical case that is going to be presented is the interactivity with a speech dialogue system, which is installed in a Smart Home environment. Test persons are asked to fulfill certain tasks with different technical applications, using verbal commands to navigate through the set-up. A specific challenge for this methodological approach is the creation of an undisturbed environment that encourages people to freely apply their intuitive strategies of interacting with the system and capturing these moments on video. The resulting sequences serve as our main entities of analysis, which are complemented by in-depth interviews including video feedbacks. Feedback means that test persons are confronted with a short video from their own

interactivity shortly after they have carried out the tasks. This stimulus has shown great effect on creating constructive reflections by the person him- or herself and uncovering specific individual intentions that were of relevance for interaction with the system.

Regarding 3), from our first findings it becomes apparent that people bring along a certain implicit “know-how” of interacting with technology that is gained through the everyday use of different ICTs and is “brought into” a new situation. This becomes in particular evident when looking at strategies that people try to follow when confronted with certain interaction problems. Our assumption is that similarities to previous situations serve as points of orientation for users. Based on this assumption we discuss the main benefits of utilising video recordings in our research and the possibility of reconstructing interactivity patterns, as well as the social practices behind these patterns.

René Tuma

### **Research on and with Videoanalysis**

Session: Qualitative Research on and with New Technologies

The development and availability of video technology from the 1970's onward gave rise to new media genres and new ways of recording, storing, presenting, and analysing visual data. The newly developed methods of videoanalysis, ranging from standardised coding, video-hermeneutics, video-semiotics to video-interaction analysis have been rapidly developing in the last years, and are being established on the grounds of (more or less) elaborated methodologies in the social sciences.

The practical procedure of videoanalysis is conducted by social scientists in (mostly interactional and collaborative) “data-sessions”, drawing on embodied and personalized knowledge. The researchers apply their specific *Professional Vision* (Goodwin), look for specific elements and details and try to make sense of this audio-visual data. Most methodological texts do not deal with those data sessions, but elaborate on theoretical discussions or on the other hand give practical guidance of “how to obtain good data” or how to transcribe data fragments.

Variations of systematic video analysis of human behaviour are present in various other fields than social science: ranging from sports (coaches, sport analysts), health care and medical disciplines and psychology to presentation and rhetoric training, marketing and public analysis of media events. A small number of studies have already been undertaken on the practices of using video for interpretation in fields like ‘surveillance’ and ‘workplaces’ (e.g. Heath et al.), in social science (Hindmarsh, Tutt) and in court hearings (Goodwin). They are looking at how people actually “do look at video data”, what kind of relevance systems they apply to their data.

In this talk I am going to compare situations of video-interpretation from two empirical fields and will elaborate on the questions, how meaning is collaboratively constructed in different data sessions and how the different ways of analysing video are connected to different fields. I will analyse a data session from a social science background and show, how the actors generate a shared understanding of the action going on in the video – how they align their understanding of space, language, actors and objects shown in the video and compare this to a contrast case. I will elaborate on different ends of analysis and relevance systems of the actors and how they are connected to their context. In analysing the practices of doing video-analysis I am going to give attention to the practical use of specific technology, the application of field-specific standards, and the differ-

ent organisational backgrounds; I am then going to ask which representations of what kinds of human behaviour are analysed (and produced) in field specific situations of videoanalysis.

Reflexively applying video-interaction-analysis to recordings of situations of interpretation and analysis, the long-range aim of this project is not only to identify and compare the relevance-systems and knowledge present in the different practices, but also to improve the methodology of video analysis in sociology. A systematic understanding of methodologies and practices in other disciplines can generate new impulses and serve as contrast to reflect on our own understanding and use of video data.

Nilden Vardar

### **“Intermediaries for Integration?” German Converts within Migrant Muslim Communities**

Session: Qualitative Research and Migration

Religious conversion – especially conversion to Islam in Western societies – raises curiosity among scholars of a wide range of disciplines. Due to methodological restraints, the largest part of empirical research carried out on converts and conversion applies qualitative methods. Especially for the group of Muslim converts in Germany it is not possible to draw a representative sample, since the total number of converts is unknown and existing estimations are not reliable. Thus, an in-depth analysis of religious conversion to Islam in Germany has not been provided yet. The existing studies focus on the reasons and motivations for conversion.

The study “Intermediaries for integration? German converts within migrant Muslim communities”, which is currently being conducted aims to understand the role of converts within migrant Muslim communities and Islamic organizations with regard to the integration of migrant Muslims into majority society.

The study seeks to answer the following questions:

What tasks and functions do converts fulfill within the migrant Muslim community?

Which (mutual) dynamics exist in the relationship between converts and migrant Muslims?

Do converts influence the religiosity, religious practice and interpretation of theological issues? If yes, in which way?

Do converts indicate a mediating role between the migrant Muslim community and majority society? If yes, which structures and mechanisms support this process?

Do converts contribute to the development of an Islam with a “German face”? If yes, in which way? What is the distinction of being a German Muslim?

The database relies on guided interviews with ethnic Germans, who are at least 18 years old and who formally converted from any religion or no religious affiliation to Islam and consider themselves as Muslim. Guided expert interviews with representatives of Muslim umbrella organizations and imams of major mosques in Germany will additionally provide a rating of the engagement of converts.

The significance of the study bears on the potential of Muslim converts as facilitators of integration and thus interlinks religiosity and the concept of societal integration. One challenge lies in

the high sensitivity of the research subject due to the discourse on converts where they are more and more perceived as a threat to security. Therefore it can be hard to find interview partners who are willing to participate in the study.

The other challenge is the theoretical framework of the study. Since the interviewed group consists of the converts as intermediaries for integration and not migrant Muslims themselves (as a target group for integration), the theoretical framework requires a broader definition of integration – respectively a feasible concept that enables the understanding of how integration is fostered on the migrants' side by converts.

The presentation will discuss specific challenges with regard to methodology and the theoretical framework. Since the study is currently at the stage of data collection, preliminary results might also be available by the time of the conference.

Agnese Vardanega

## **Grounded Theory: Destiny of a Research Tradition**

Session: Qualitative Methods and Grounded Theory

Originally, Grounded Theory (GT) aimed at solving the longstanding problem of the gap between general theories and empirical studies, often considered of limited scope. The inherent problems were the same as those raised – mainly in contrast with Parsons' functionalism – by scholars such as Lynd ("Knowledge for What?" , 1939), Blumer ("What is Wrong with Social Theory?" , 1954) and Mills ("The Sociological Imagination" , 1962).

To fill this gap, and following Merton's position on "middle-range theories", The Discovery suggested grounding substantive theories on fieldwork, and formal theories on substantive ones. Nevertheless, the gap between theoretical and empirical work, whose origins lie in the history of the discipline, has persisted through time, corresponding to the structure of the academic labour division. GT, for its part, has often been adopted – not as an approach to fieldwork and interpretation – but as a standardised technique capable of legitimising qualitative research with respect to quantitative methods.

Thus, and despite the impressive increase in the number of studies conducted according to its principles, GT has sometimes ended up to evading the issues originally raised by Glaser and Strauss. Of course, this has little to do with the method as such, but seems to indicate the necessity of a renewed reflection upon the role of theoretical work in GT. I will try to show the fragmentation of the research field, presenting the results of a study conducted on the data of CSA (Sociological Abstracts), aimed at analysing topics and applications of GT.

A presentation of the first provisional results of this study may be viewed at this address (in Italian): <http://www.slideshare.net/agnesevardanega/grounded-theorynpdf>.

Susanne Vogl

### **Analyzing the Applicability of Qualitative Telephone Interviews**

Session: Qualitative Research on and with New Technologies

Telephone Surveys are commonly used in quantitative social science research. Main advantages of telephone interviews are less costs and stricter interviewer control compared to face-to-face interviews. Dependent on the research topic, the limitation of communication channels to auditory means could also be advantageous.

In qualitative research there is hardly any methodological discussion on the applicability of telephone interviews. Qualitative interviews are traditionally based on assumptions of communicativity, openness and naturalness of the setting. Therefore they are usually conducted in face-to-face settings. But, it could be argued, that (for specific target groups) a telephone setting could be considered beneficial, even in qualitative interviews.

On the one hand, misunderstandings can arise much more easily in telephone interviews because of limited communicative means. But as long as such misunderstandings become apparent (the probability is much higher in open, non-standardised approaches) qualitative methods often give a lot of leeway to negotiate meanings. Furthermore, like in standardised interviews, the (visual) absence of an interviewer can elicit answers to sensitive questions where the presence of a stranger (the interviewer) in face-to-face interviews could either lead to more item-nonresponse or edited answers to meet social desirability criteria. Particularly when researching children, there is almost inevitably an uneven distribution of authority. It could be argued, that in telephone settings this fact is less pronounced because the child is not constantly reminded that the *vis-à-vis* is older, more experienced etc. These considerations lead to following research questions: are telephone interviews applicable for qualitative research (with children)? Which are inherent advantages and disadvantages?

Beyond theoretical considerations regarding the application of telephone interviews in qualitative research empirical data based on semi-structured interviews with children aged 5 to 11 is analysed. Each of 56 children was interviewed twice, once face-to-face, once on the telephone. By a flexible combination of qualitative-descriptive and quantitative steps of analyses specific gains and limitations of each data collection mode is examined. Comparing the results of telephone and face-to-face interviews the impact of telecommunication technologies on the 'performance' of children in interviews is analyzed.

David Wästerfors

### **Isolation and Intimacy Reflections on Distance and Closeness in Swedish Institutional Youth Care**

Session: Qualitative Inquiry in Urban and Community Research

To place an individual delinquent in a 'home' in the countryside, far away from the bustling city, has for a long time been defined as rehabilitative. Still such a moral method often leads to intense company with other juvenile delinquents, since they come to share a considerable amount of their everyday life under the conditions of a total institution. Drawing on ethnographic studies on

Swedish youth care, this presentation exemplifies three aspects of social distance and closeness in and around treatment institutions: the geographical positioning of institutions, its practical consequences and ideological significance (e.g. 'rural purity' vs. 'urban corruption'; Platt 1969/1977: 65), the staff's use of isolation within the institution in order to curb quarrels, protests and discontents, and various physical contacts between institutional members (hugs, pats, thumps, punches etc.), as they are 'doing gender' and 'doing play' in everyday interaction. I argue that these three phenomena serve as markers for officially unintended place-based communities within the system of institutional youth care, and I reflect upon how qualitative inquiry can capture these communities. The presentation particularly connects to one of the session's question: "how do issues of place and space influence identities, bodies and emotions, on both individual and collective levels?"

Joanna Wawrzyniak

### **Making Sense of Urban Catastrophes in City Museums: Dresden – Warsaw – St Petersburg**

Session: Qualitative Methods and Social Memory Research

One of the ways to study how societies make sense of urban war catastrophes is to examine how they represent the very moment of city destruction. Historical museums play a considerable role in this working-through process. They are often institutions of social power in a sense that their interpretations of the past influence societies' historical imagination. At the same time their narratives are complex and multilayered sets of cultural associations. Among many possible themes presented on exhibitions – such as death, ruins, resistance, survival – the image of the city's perpetrator seems of special significance. It is not merely the representation of the enemy current during the war, distorted with time, and subjected to a curator's interpretation. Obviously the photographs, posters, advertisements, exhibits and other artefacts of the past are a direct reflection of the enemy "of the time" and they set the framework of the visual form presented at the exhibition. However, the image itself has two other important features. It bears some characteristics of the political discourse of the period when the exhibition was prepared, as well as involves the particular cultural notions of we-other relations. By studying how a community presents its enemy, at the same time we learn how it imagines itself.

In my presentation I would like to summarize the results of the project "Representations of the Second World War in Dresden, Warsaw and St Petersburg" carried out in 2007-2008 as a part of the History Workshop Europe programme sponsored by the "Remembrance, Responsibility and Future" Foundation. The project was realized by international team of Polish, German and Russian young scholars: Zuzanna Bogumił, Tim Buchen, Christian Ganzer, Anna Lubivaya, Masha Senina and Joanna Wawrzyniak. In the presentation I will summarize how the city museums of Dresden, St Petersburg and Warsaw present the enemy. After short introduction to the project's methodology, the presentation will fall into three parts devoted to three cities' museum narratives. In each one I will shortly describe the history and the character of the analyzed exhibition, the cultural patterns which influenced its main narrative and finally and most importantly the role the enemy plays in this narrative.

Ruth Wodak

**CDA and Qualitative Discourse Analysis:  
Analyzing Right-Wing Populist Discourse across Europe**

Stream: Qualitative Methods in Discourse Research

In this brief presentation, I will discuss the rise of rightwing populist parties across Europe which became apparent *inter alia* in the results of the elections to the European Parliament 2009. Some main characteristics of these parties will be discussed as well as common features of their rhetoric. Different modes of political performance have to be distinguished while deconstructing the many subtle and more explicit means of constructing, conveying, and recontextualizing discrimination and exclusion across EU-rope in all modes of *semiosis*. I will restrict myself to the European case although similar phenomena emerge elsewhere; these (new) styles of political performance are also influenced by celebrity culture, the commodification and the personalisation of politics, related to more global tendencies, apparent in the discourses of rightwing populist politicians in the US and Chile. Examples of recent political discourses, particularly on election posters of the rightwing populist Austrian parties FPÖ and BZÖ will illustrate the manifold ways of excluding and stigmatizing 'Others' in detail (Richardson & Wodak, 2009a, b).

## Speakers' Emails

Neil Armitage  
[neil.armitage@postgrad.manchester.ac.uk](mailto:neil.armitage@postgrad.manchester.ac.uk)

Oliver Berli  
[berli@uni-trier.de](mailto:berli@uni-trier.de)

Marie Buscatto  
[marie.buscatto@univ-paris.fr](mailto:marie.buscatto@univ-paris.fr)

Dominika Byczkowska  
[dominikita@wp.pl](mailto:dominikita@wp.pl)

Jennifer Cheng  
[jennifer.cheng@mq.edu.au](mailto:jennifer.cheng@mq.edu.au)

Isabel Craveiro  
[isabelc@ihmt.unl.pt](mailto:isabelc@ihmt.unl.pt)

Torsten Cress  
[cresst@uni-mainz.de](mailto:cresst@uni-mainz.de)

Edda Currele  
[edda.currele@uni-bamberg.de](mailto:edda.currele@uni-bamberg.de)

Guido Di Fraia  
[guido.difraia@iulm.it](mailto:guido.difraia@iulm.it)

Paul Eisewicht  
[paul.eisewicht@kit.edu](mailto:paul.eisewicht@kit.edu)

Biliana Fouilhoux  
[biliana.fouilhoux@univ-lille2.fr](mailto:biliana.fouilhoux@univ-lille2.fr)

Tilo Grenz  
[tilo.grenz@kit.edu](mailto:tilo.grenz@kit.edu)

Heike Greschke  
[heike.greschke@uni-bielefeld.de](mailto:heike.greschke@uni-bielefeld.de)

Valerie Hänsch  
[valerie.haensch@uni-bayreuth.de](mailto:valerie.haensch@uni-bayreuth.de)

Regine Herbrik  
[rherbrik@zedat.fu-berlin.de](mailto:rherbrik@zedat.fu-berlin.de)

Claudia Isep  
[claudia.isep@uni-klu.ac.at](mailto:claudia.isep@uni-klu.ac.at)

Katharina Inhetveen  
[katharina.inhetveen@soziologie.uni-muenchen.de](mailto:katharina.inhetveen@soziologie.uni-muenchen.de)

Katarina Jacobsson  
[katarina.jacobsson@soch.lu.se](mailto:katarina.jacobsson@soch.lu.se)

Anna Kacperczyk  
[anna.kacperczyk@gmail.com](mailto:anna.kacperczyk@gmail.com)

Reiner Keller  
[keller@uni-landau.de](mailto:keller@uni-landau.de)

Andrew King  
[a.king@kingston.ac.uk](mailto:a.king@kingston.ac.uk)

Frank Kleemann  
[fkl@hrz.tu-chemnitz.de](mailto:fkl@hrz.tu-chemnitz.de)

Georg Klute  
[georg.klute@uni-bayreuth.de](mailto:georg.klute@uni-bayreuth.de)

Krzysztof Konecki  
[krzysztof.konecki@gmail.com](mailto:krzysztof.konecki@gmail.com)

Jan Krasni  
[krasnijjan@gmail.com](mailto:krasnijjan@gmail.com)

Seweryn Krupnik  
[seweryn.krupnik@uj.edu.pl](mailto:seweryn.krupnik@uj.edu.pl)

Torsten Kühlmann  
[torsten.kuehlmann@uni-bayreuth.de](mailto:torsten.kuehlmann@uni-bayreuth.de)

Alexa Maria Kunz  
[alexa.kunz@kit.edu](mailto:alexa.kunz@kit.edu)

Elisio Macamo  
[elisio.macamo@unibas.ch](mailto:elisio.macamo@unibas.ch)

Christoph Maeder  
[christoph.maeder@phtg.ch](mailto:christoph.maeder@phtg.ch)

Slawomir Magala  
[smagala@rsm.nl](mailto:smagala@rsm.nl)

Jaroslava Marhankova  
[jmarhan@kss.zcu.cz](mailto:jmarhan@kss.zcu.cz)

Tomas Marttila  
[tomas.marttila@uni-bamberg.de](mailto:tomas.marttila@uni-bamberg.de)

Delia-Evelyne Nicoué  
[jdelia.nicoue@uni-bayreuth.de](mailto:jdelia.nicoue@uni-bayreuth.de)

## Innovating Qualitative Research: Challenges and Opportunities

New Directions in Religion, Technology, Migration and Beyond

European Sociological Association - Research Network 20 Qualitative Methods

Midterm Conference 2010 - University Bayreuth, September 20-22

Michaela Pfadenhauer  
[michaela.pfadenhauer@kit.edu](mailto:michaela.pfadenhauer@kit.edu)

Tiina Räisä  
[tiina.raisa@arcada.fi](mailto:tiina.raisa@arcada.fi)

Bernd Rebstein  
[bernd.rebstein@uni-bayreuth.de](mailto:bernd.rebstein@uni-bayreuth.de)

Anne Ryen  
[anne.ryen@uia.no](mailto:anne.ryen@uia.no)

Sona Saghatelian  
[sona\\_saghatelian@yahoo.com](mailto:sona_saghatelian@yahoo.com)

Kornelia Sammet  
[sammet@uni-leipzig.de](mailto:sammet@uni-leipzig.de)

Antonia Schmid  
[schmid@uni-wuppertal.de](mailto:schmid@uni-wuppertal.de)

Ewa Stokluska  
[ewa.stokluska@gmail.com](mailto:ewa.stokluska@gmail.com)

Julian Stubbe  
[stubbe@ztg.tu-berlin.de](mailto:stubbe@ztg.tu-berlin.de)

René Tuma  
[rene.tuma@tu-berlin.de](mailto:rene.tuma@tu-berlin.de)

Nilden Vardar  
[nilden.vardar@bamf.bund.de](mailto:nilden.vardar@bamf.bund.de)

Agnese Vardanega  
[avardanega@gmail.com](mailto:avardanega@gmail.com)

Susanne Vogl  
[susanne.vogl@ku-eichstaett.de](mailto:susanne.vogl@ku-eichstaett.de)

David Wästerfors  
[david.wasterfors@soc.lu.se](mailto:david.wasterfors@soc.lu.se)

Joanna Wawrzyniak  
[wawrzyniakjoanna@wp.pl](mailto:wawrzyniakjoanna@wp.pl)

Ruth Wodak  
[r.wodak@lancaster.ac.uk](mailto:r.wodak@lancaster.ac.uk)