

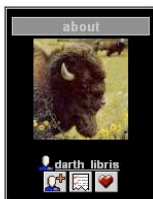
Pathways to Meaning

Analytical Tools for Qualitative
Researchers of Digital Media

Research Logics I

- My (Shifting) Researcher Identity
- What do we mean by research “methods”?
- The “Wheel Of Science”: Deductive and Inductive Logics of Research

Online Culture: Blogs, Videos, Nerds



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Sure, another meme, why not?

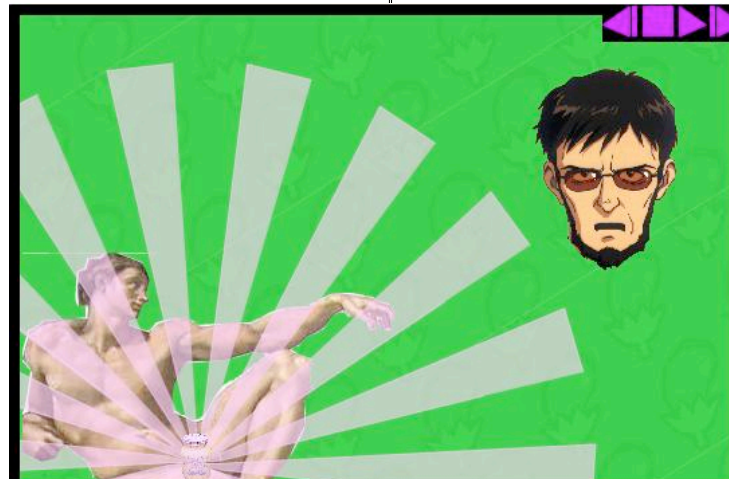
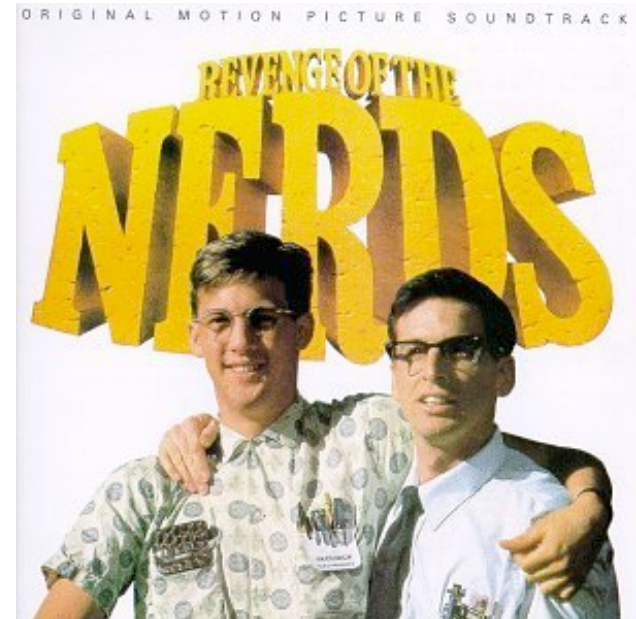
January 1st, 2008 (02:41 pm)
current mood: full

Bold the ones that are true for you.

The list is based on an exercise developed by Will Barratt, Meagan Cahill, Angie Carlen, Minnette Huck, Drew Lurker, Stacy Ploskonka at Illinois State University. The exercise developers ask that if you participate in this blog game, you acknowledge their copyright.

Father went to college
Father finished college
Mother went to college
Mother finished college
Have any relative who is an attorney, physician, or professor
Were the same or higher class than your high school teachers
Had more than 500 books in your childhood home
Had more than 500 books in your childhood home
Were read children's books by a parent
Had lessons of any kind before you turned 18
Had more than two kinds of lessons before you turned 18
The people in the media who dress and talk like me are portrayed positively
Had a credit card with your name on it before you turned 18
Your parents (or a trust) paid for the majority of your college costs
Your parents (or a trust) paid for all of your college costs
Went to a private high school
Went to summer camp
Had a private tutor before you turned 18
Family vacations involved staying at hotels Some, but not all
Your clothing was all bought new before you turned 18
Your parents bought you a car that was not a hand-me-down from them
There was original art in your house when you were a child
Had a phone in your room before you turned 18
You and your family lived in a single family house
Your parent(s) owned their own house or apartment before you left home
You had your own room as a child
Participated in an SAT/ACT prep course
Had your own TV in your room in High School
Owned a mutual fund or IRA in High School or College
Flew anywhere on a commercial airline before you turned 16
Went on a cruise with your family
Went on more than one cruise with your family
Your parents took you to museums and art galleries as you grew up
You were unaware of how much heating bills were for your family



Sue's bettin' what she'll gnaw,

Bridging Social Science and Humanities: Ethnography of a Document

SOKOL



JOSEPH L. BOBEK

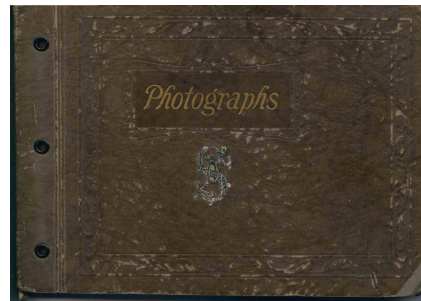
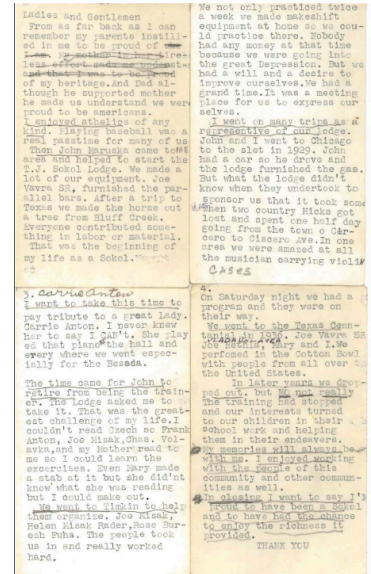


Ladies and Gentlemen:

From as far back as I can remember, my parents instilled in me to be proud of my heritage. And Dad, although he supported mother, he made us understand we were proud to be Americans.

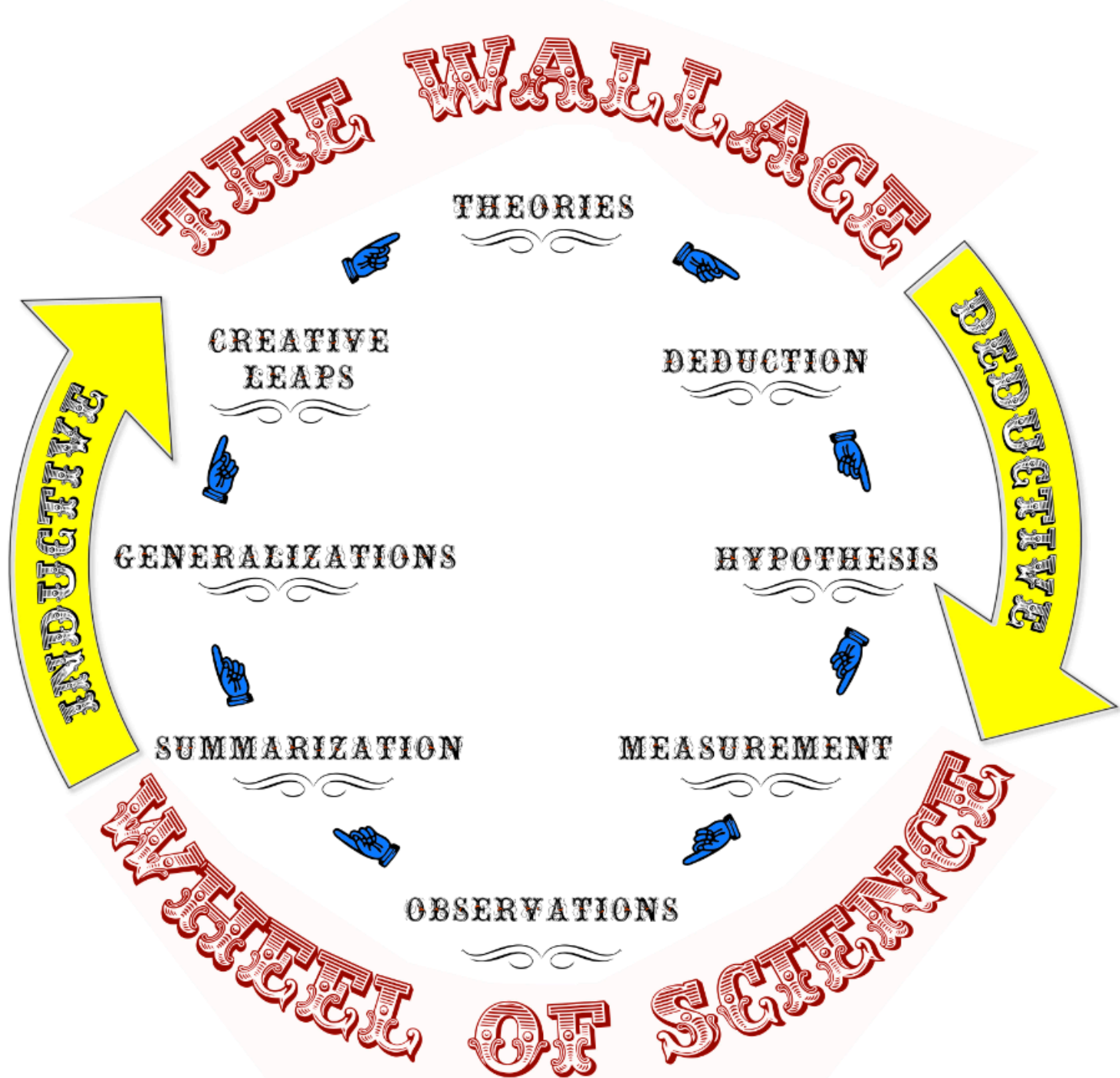
I enjoyed athletics of any kind. Playing baseball was a real pass-time for many of us.

Then John Maruska came to the area and helped to start the T.J. Sokol

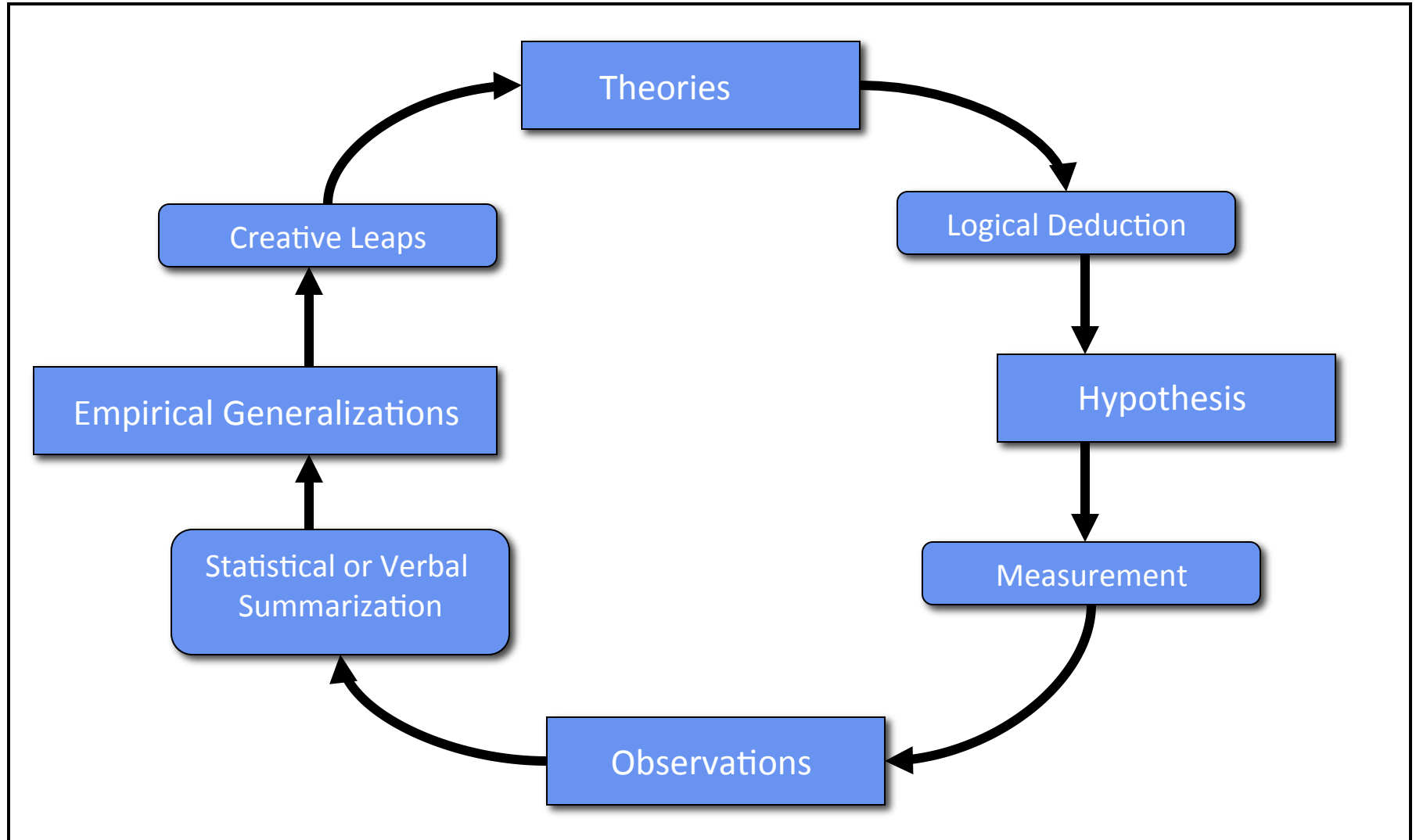


What Do We Mean by “Method”?

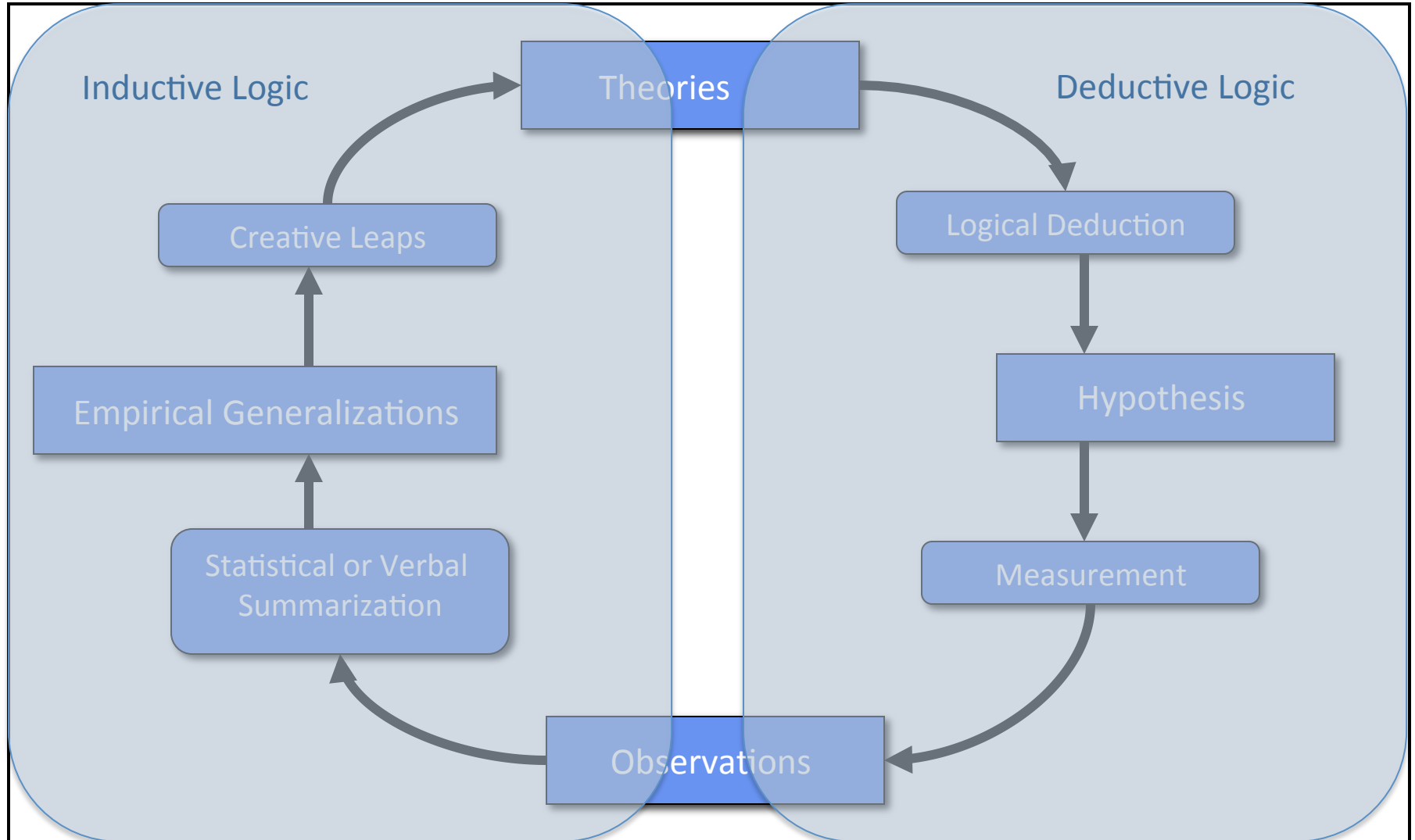
- Sampling Methods
 - Data-gathering Methods
 - Analytical Methods
-
- Research Process
 - Reflexivity
 - Ethics



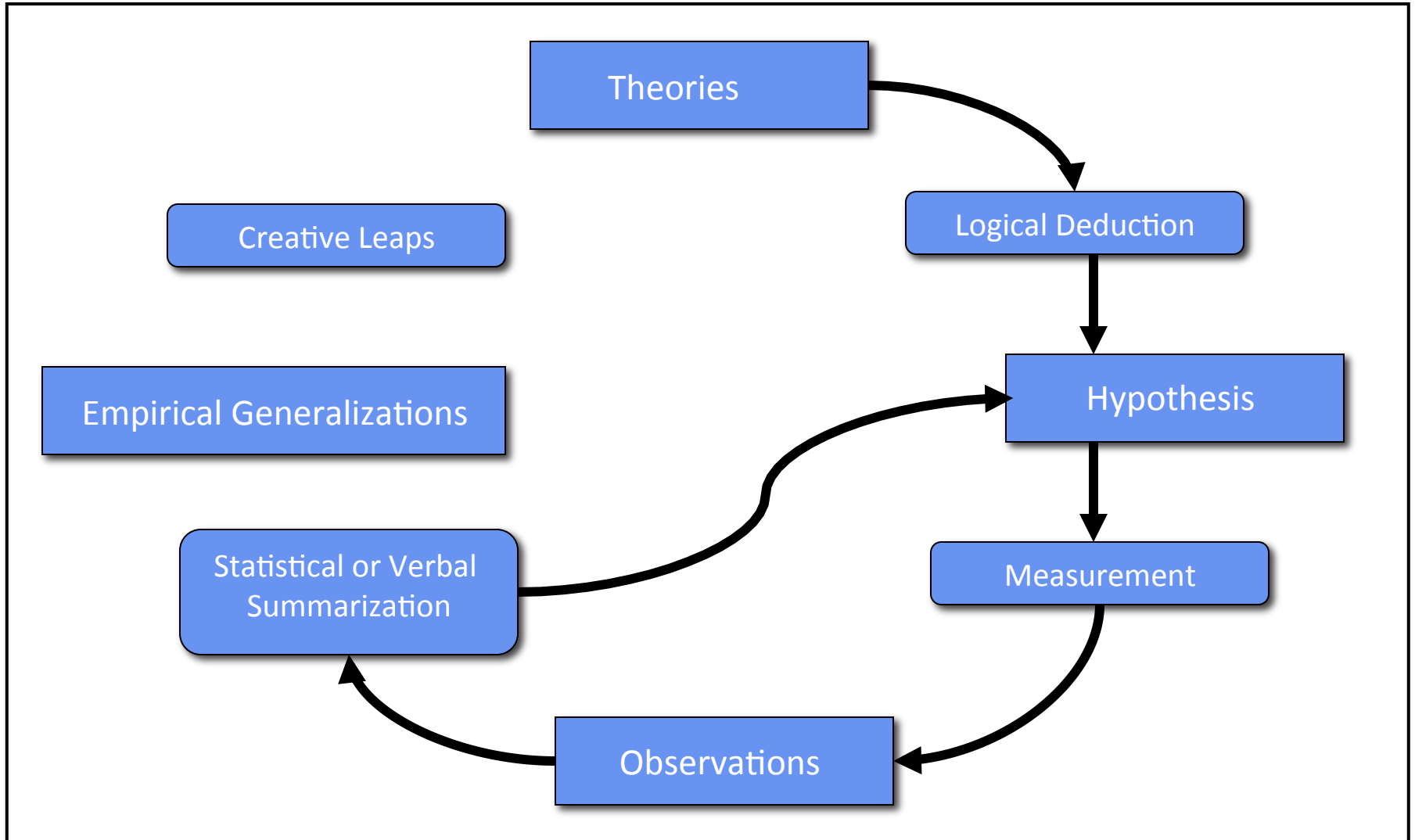
Wallace's Wheel of Science



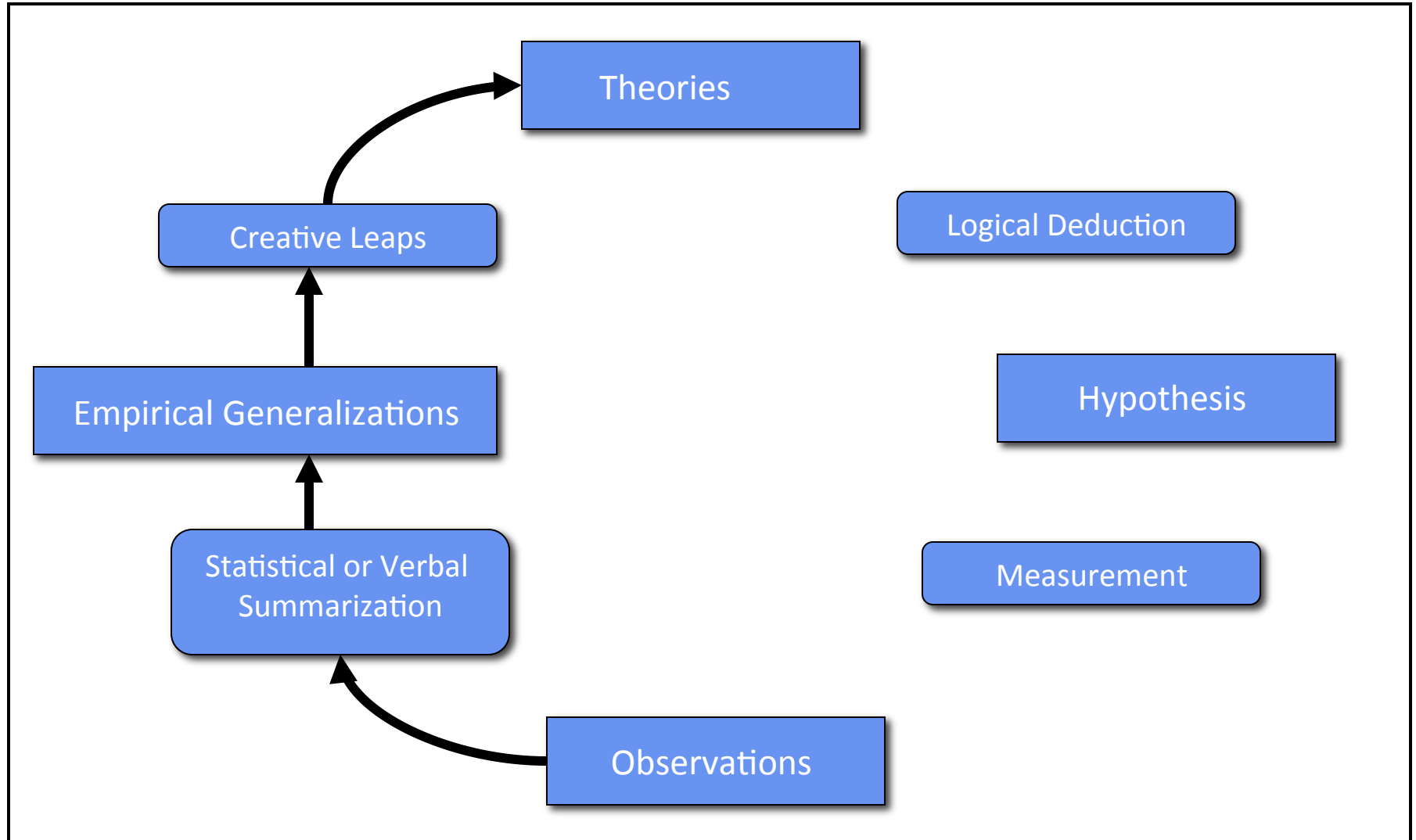
Wallace's Wheel of Science



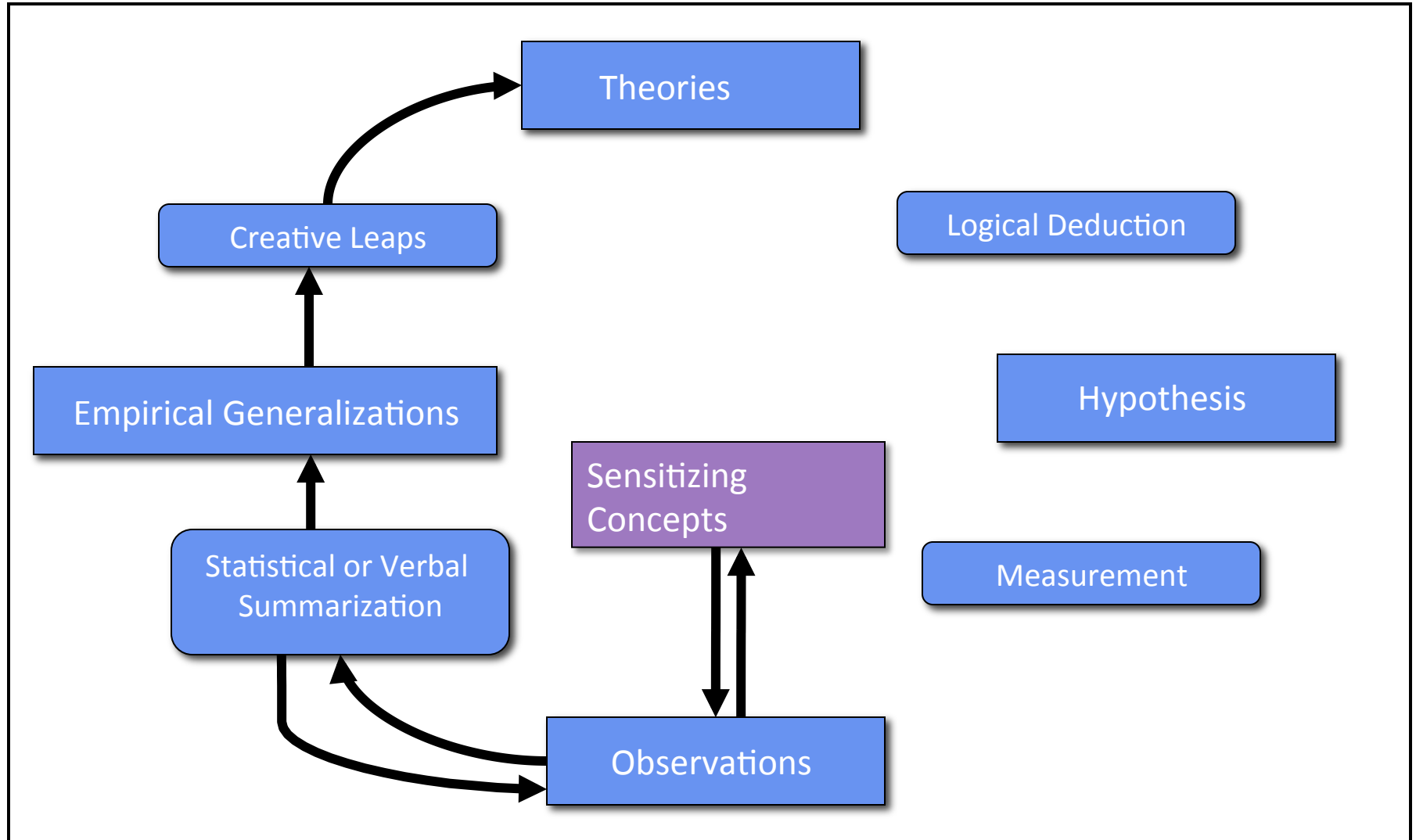
Deductive Research: Hypothesis Testing



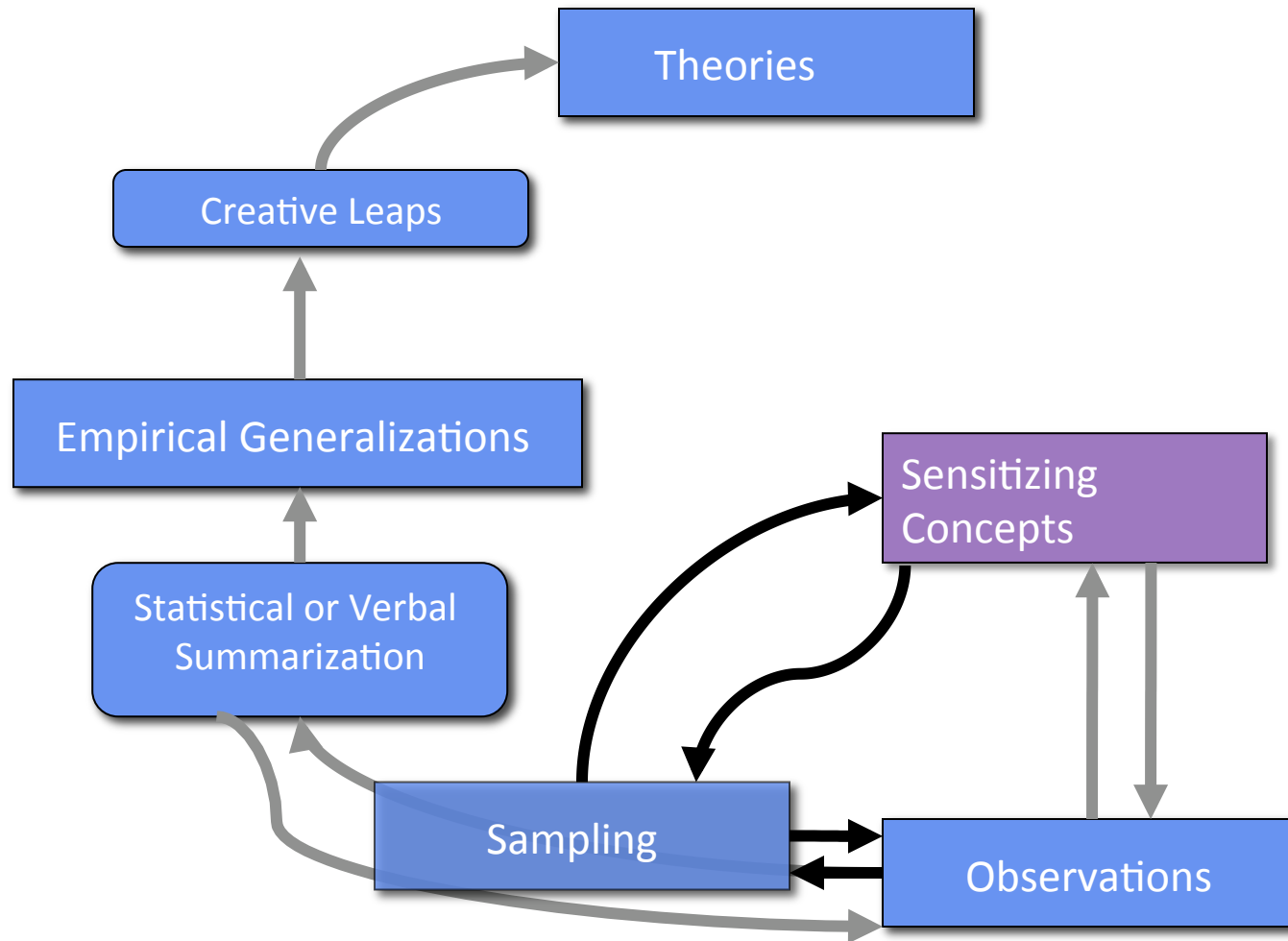
Inductive Research: Simplified View



Inductive Research: Retroduction and Reflexivity



Inductive Research: Theoretical Sampling



Examples of Retroductive Work

**Sensitizing Concepts Change:
Dorinne Kondo's Fieldwork in Japan**

DORINNE K. KONDO
CRAFTING SELVES

POWER, GENDER, AND DISCOURSES
OF IDENTITY IN A JAPANESE WORKPLACE



**Interpretations Change: Lori
Kendall's Fieldwork Online**



Wallace's Wheel of Science

