Barbara Czarniawska

Social Science Research

From Field to Desk



LosAngeles | London | New Delhi Singapore | Washington DC

Contents

ADC	out the Author	VIII
rol	logue: A Method Guide for the Perplexed	ix
١ck	knowledgment	xi
urt	ther Acknowledgments	xii
1.	What, Why, and How?	1
	What do you want to study?	1
	Why do you want to study that?	2
	How to study what you want to study	4
	Exercise 1: What do I want to know and why?	9
	Further reading	9
2.	Reviewing Literature	11
	Doing the search	11
	Close reading	12
	Structuring the review	16
	Referencing	17
	Exercise 2: Explication, explanation, exploration	20
	Further reading	20
3.	Designing the Study	21
	Cases, windows, sites	21
	Grounded theory approach	23
	Exercise 3: Designing the study	27
	Further reading	27
4.	Interviewing	28
	What is an interview?	28
	The interview as a site of narrative re-production	31
	Interviews as observation opportunities	36
	What questions do the interviews answer?	38
	Transcription and its problems	40
	Exercise 4: An interview	41
	Further reading	41
5.	Observation on the Move: Shadowing	43
	Varieties of observation	43
	A brief history of shadowing	44

Social Science Research

	The uses of shadowing	46
	The shadowy side of shadowing	54
	Exercise 5: Shadowing	56
	Further reading	56
6.	Following Objects and Quasi-objects	57
	Rediscovering things: Actor-Network Theory	57
	The travels of the soil from the Amazon forest	58
	Following the air and the water in Stockholm	60
	Shadowing software	62
	Why follow the objects?	64
	Exercise 6: Following the objects	65
	Further reading	65
7.	Tools for Fieldwork	66
	Diary studies in the digital era	66
	The eye of the camera	70
	Exercise 7: Research tools	71
	Further reading	71
8.	Surviving in the Field: Practicalities and Personalities	72
	Access	72
	Positioning in the field	78
	Fieldwork is intersected	83
	Exercise 8: Surviving in the field	85
	Further reading	85
9.	Excursions into Cyberspace	87
	Fieldwork via cyberspace	87
	Fieldwork about cyberspace	91
	Fieldwork in cyberspace	92
	Exercise 9: Cyberstudies	95
	Further reading	96
10.	Analyzing Field Material	97
	Grounded theory revisited	97
	Content analysis	99
	Discourse analysis	99
	Conversation analysis	101
	Visual analyses	103

Contents	vii
Contents	VI

	Exercise 10: Analyzing field material	106
	Further reading	107
11.	Text Analyses	108
	Rhetorical analysis	108
	Structuralism: The origins	110
	Structuralism in psychology	111
	Inspiration from semiology: Actor-Network Theory	113
	Poststructuralism	115
	Exercise 11: Text analyses	117
	Further reading	118
12.	Writing it Up	119
	How fieldwork is written	119
	A structure of a thesis	120
	Description, or how to re-present the world	122
	Emplotment, or how to theorize	125
	First story: A case	128
	Second story: A praxiography	129
	Third story: An ethnography	130
	Exercise 12: The craft of writing	133
	Further reading	133
13.	Good Academic Writing: Beauty and Credibility	134
	Blurring genres	134
	Traditional criteria of goodness	135
	Arguments that have worked '	138
	Style	139
	Social sciences as a blurred genre	140
	Exercise 13: The art of writing	142
	Further reading	142
14.	When to Stop, and What to do Next	143
	On foxes and hedgehogs	143
	When to stop?	144
	Where to go next?	146
	Exercise 14: When to stop	152
	Further reading	152
References		153
Inde	Index	