# Strategies/Methodologies for Cultural Analysis 15 ECTS (TKAN15)

(Tuesday January 23, 2018 to Monday, March 12, 2018)

## Course Coordinators

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## About the Course

This course will provide students with the knowledge required to plan, conduct, and present cultural analytical research projects. The emphasis of the course work will be upon applied forms of cultural analysis in which students are trained to work in areas of the labor market located beyond the university system. In order to do this, the course is divided up into three sections. The first section is devoted to the knowledge, skills and strategies that cultural analysts need to understand and master before they actually go out into the field to conduct research. The ethics of conducting and planning research in applied situations will be reflexively addressed in this portion of the course. Students will also learn strategies for designing research projects and presenting them to potential employers. In the second section of the course students will learn techniques and methods for conducting cultural analytical research. The third section of the course is devoted to teaching strategies and methods of presenting, and communicating the results of one’s research.

## Contents and Academic Skills

The course is an advanced graduate level course focusing upon strategies for preparing, conducting, and presenting applied cultural analytical research. At the examination the student is expected to demonstrate:

* Knowledge of different ways in which to identify, delineate and craft problems applied cultural analysis.
* Ability to analyze cultural and societal phenomena within social and cultural contexts
* Experience with different ethnographic methods such as participant observation, interviews, net ethnography, and visual and audio ethnography
* Experience with sustained and strategic analysis from different perspectives such as materiality, narratives, rituals, and symbolism.
* Proficiency with different methods of comprehending social interaction, imagery, texts, and material culture.
* Reflections concerning different genres and media of communication to convey research findings to different audiences.

## Class Format

The class builds upon a mixture of instructor based presentations and workshops in which the students cooperate in groups to solve specific tasks focusing upon the crafting of research questions, adequate methodologies, and forms/media of presentation. Emphasis is placed upon the use of different strategies for applied cultural analysis, different modes of ethnographic inquiry, and diversity in the use of genre and media to convey research findings.

## Exam Provisions

* Form of examination A: Active participation.
* Form of examination B: Free written paper.
* Form of Assessment A: Pass/Fail.
* Form of Assessment B: Pass/Fail.
* Grading A: No external examiner
* Grading B: No external examiner.

Scope A:

In Lund: Active participation promising 75% class attendance, one essay which will be 8 standard pages in length, and three oral presentations with illustrations, power point, or soundtrack (each presentation 3 minutes).

In Copenhagen: Active participation promising 75% class attendance, one essay which will be 5 standard pages in length, and three oral presentations with illustrations, power point, or soundtrack (each presentation 3 minutes).

Scope B: Report 20 standard pages promising analyses of the candidate’s field studies involving a diversity of ethnographic methods and strategies for cultural analysis.

Group Test A: If several students work on a collective submission, individual contributions must constitute a rounded unit that can be individually identified and assessed separately. A group consists of not more than 5 students. The joint part must not exceed 50% of the total work.

Group Test B: The test can only be taken individually.

## Teachers

* Kasia Herd katarzyna.herd@kultur.lu.se
* Tom O’Dell thomas.o\_dell@kultur.lu.se
* Mark Vacher mvacher@hum.ku.dk
* Robert Willim robert.willim@kultur.lu.se

## Literature

Davies, Charlotte (2008) [*Reflexive Ethnography*](http://www.lub.lu.se/cgi-bin/ipchk/http%3A/elin.lub.lu.se/link2elin?genre=book&isbn=0203069374&lang=en). New York: Routledge. (a copy published 2002 is available as e-book. NB! Not all chapters listed on the reading list are included in this).

Sunderland, Patricia & Denny, Rita (2007) *Doing Anthropology in Consumer Research*. Walnut Creek: West Coast Press, INC.

In addition to these books, journal articles which are required reading are listed below in conjunction with the lectures to which they apply. Some of these articles will be available in a text collection (compendium) that can be bought in Copenhagen. Others are available online at LUBSearch. The articles from Ethnologia Europaea vol 41:1 are available online at <https://www.mtp.dk/details.asp?eln=300309>

## Tuesday January 23, 2018 (Lund)

*Classroom:* LUX C214

**Introduction to Strategies for Cultural Analysis**

10:15-11:00 Course Introduction (Kasia Herd, Tom O’Dell, Mark Vacher) LUX:C214

11:15-12:00 Lecture: Formulating Research Questions (O’Dell) & Learning an Elevator Pitch (Herd) and Tactics and Strategies in Methods (Mark Vacher) LUX: C214

13:00-15:00 Separate Seminars for Danish and Swedish groups. MACA 4/MACA 5 (Tom O’Dell, Magnus Wikdahl, Mark Vacher) LUX: A127 & A233

*Read:*

- Davies, Charlotte (2008) ‘Reflexivity and ethnographic research’ in Charlotte Aull Davies: *Reflexive Ethnography*. Pp. 3-28. New York: Routledge.

- Davies, Charlotte (2008) ‘Ethics and Politics’ in Charlotte Aull Davies *Reflexive Ethnography*. Pp. 53-74. New York: Routledge.

-Wilk, Richard (2011) Reflections on Orderly and Disorderly Ethnography. In *Ethnologia Europea* 41(1):15-26.

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## Friday January 26, 2018 (Copenhagen & Lund)

*Classroom (Lund)* 10:15-12:00, (Tom O’Dell) Room LUX: A233

*Copenhagen: MACA 3 exam!*

**Workshop**

In Lund: In preparation for the workshop all students shall have gathered information about the clients and reflected over a topic which they intend to pursue over the course of both MACA 4 and 5. As part of the preparation, they should even come prepared to discuss their topic in cultural analytical terms, discussing points which they think may be interesting to investigate and study. This means that all students should have made the first steps towards becoming an expert in their areas of study.

In Copenhagen: MACA 3 exam!

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## Monday January 29, 2018 (Copenhagen)

 *Classroom KUA: 15A.0.13*

**Research Design**

10:15-12:00 Lecture: The Art of Observation (Tom O’Dell)

13:00-15:00 Entering the Object Relation (Mark Vacher)

## Tuesday January 30, 2018 (Lund)

13:00-16:00 Client Meeting for Swedes in Lund (MACA 5) LUX B336

13:00-16:00 Client Meeting for Danes in Copenhagen (MACA 5). Room 22.01.47

*Read:*

-Ehn, Billy (2011) Doing-It-Yourself. Autoethnography of Manual Work. In In *Ethnologia Europea* 41(1):53-64.

- Kusenbach, Margarethe (2003) Street Phenomenology: The Go-Along as Ethnographic Research Tool. In *Ethnography*. 4(3): 455-485.

- Labaree, Robert (2002) The Risk of Going Observationailst: Negotiating the Hidden Dilemmas of Being an Insider Participant Observer. In [*Qualitative Research*. 2(1):](http://qrj.sagepub.com.ludwig.lub.lu.se/content/vol2/issue1/)97-122.

- O’Toole, Paddy & Were, Prisca (2008) Observing Places: Using Space and Material Culture in Qualitative Research. In [*Qualitative Research*. 8(5):616-634.](http://www.lub.lu.se/cgi-bin/ipchk/http%3A/elin.lub.lu.se/link2elin?genre=article&issn=14687941&year=2008&volume=8&issue=5&collection=ejor&pages=616-634&resid=10a0fbf5fb1cc98ebc53815811ee64f8&lang=en)

-Pink, Sarah (2011) Ethnography of the Invisible. Energy in the Multisensory Home. In *Ethnologia Europea* 41(1):117-128.

- Wolfinger, Nicholas (2002) On Writing Fieldnotes: Strategies and Background Expectancies. In [*Qualitative Research*. 2(1):](http://qrj.sagepub.com.ludwig.lub.lu.se/content/vol2/issue1/)85-95.

- Heidegger, Martin The Question Concerning Technology

- Vacher, Mark (forthcoming) Building a way to the city – An Exploration of Ethnographic Questioning as a methodology to approach the urban.

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## Friday February 2, 2018 (Copenhagen & Lund)

*Classroom (Lund): 09.15-12:00*, (Tom O’Dell & Kasia Herd) LUX: A233

*Classroom (Copenhagen): 09.15-12:00*, 22.01.47

**Workshop: The Three Minute Pitch**

The workshop presentations shall focus upon the question of how you see the relationship between the client you shall be working with, and the subject that shall be studied on that client’s behalf. Please note that this implies that you must do more than just present your client and your research topic. The focus for your presentation shall be upon the relationship between the problem and the client and how you envision this.

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## Tuesday February 6, 2018 (Copenhagen)

*Classroom KUA:* 14.01.67 (+ 27.0.09 for the exercise in the afternoon)

**Qualitative Interviews**

10:15-11:00 Lecture: Qualitative Interviews. (Mark Vacher)

11:15-12:00 Lecture: Dancing with Interviews (Mark Vacher)

13:15-15:00 Practical Workshop in which students work on a focus group interview with the help of Tom O’Dell and Mark Vacher.

*Read:*

- Fallon, Grahame & Brown, Reva Berman (2002) Focusing on Focus Groups: Lessons from a Reserarch Project Involving a Bangaldeshi Community. In [*Qualitative Research*. 2(2):](http://qrj.sagepub.com.ludwig.lub.lu.se/content/vol2/issue2/)195-208.

- Stewart, Kate & Williams, Mathew (2005) Researching Online Populations: The Use of Online Focus Groups for Social Research. In: [*Qualitative Research* 5(4):395-416.](http://www.lub.lu.se/cgi-bin/ipchk/http%3A/elin.lub.lu.se/link2elin?genre=article&issn=14687941&year=2005&volume=5&issue=4&collection=ejor&pages=395-416&resid=c034170405edc841c86ac0eaeefec075&lang=en)

- Nairn, Karen et al (2005): A Counter-narrative of a ‘failed’ interview. In: [*Qualitative Research* 5 (2). Pp 221-244.](http://www.lub.lu.se/cgi-bin/ipchk/http%3A/elin.lub.lu.se/link2elin?genre=article&issn=14687941&year=2005&volume=5&issue=2&collection=ejor&pages=221-244&resid=dbd7371e4c4c7c8360826f147d567f43&lang=en)

- Ellis, Carolyn (2007): Telling Secrets, Revealing Lives. Relational Ethics in Research with Intimate Others. In: [*Qualitative Inquiry* 1(13). Pp 3-29.](http://www.lub.lu.se/cgi-bin/ipchk/http%3A/elin.lub.lu.se/link2elin?genre=article&issn=10778004&year=2007&volume=13&issue=1&collection=ejor&pages=3-29&resid=c131331642f6fa7ab83c9c2f94bf36bb&lang=en)

- Benjamin, Walter (1997) “The Translator’s Task”. In TTR:traduction, terminologie, redaction, vol. 10, no. 2. Pp 151-165.

- Sunderland, Patricia & Denny, Rita (2007): Diagnosing Conversational Details. In: Sunderland & Denny: *Doing Anthropology in Consumer Research*. Walnut Creek: West Coast Press, INC. Pp. 173-196.

- Davies, Charlotte (2008): Interviewing. In: Charlotte Aull Davies: *Reflexive Ethnography*. New York: Routledge. Pp.94-116.

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## Friday February 9, 2018 (Lund & Copenhagen)

**Opportunity for Feedback and response** Classroom (Lund): 10:15-12:00, with Kasia Herd, LUX C417 (Room LUX: A232 is available)

Kasia Herd is available in the department to help students with problems and questions they may have. If you would like help or have a question please feel free to meet her between 10:15 and 12:00.

**Opportunity for Feedback and response** *Classroom (Cph) KUA:* 09:15-12:00, Room 12.0.37

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## Monday February 12, 2018 (Lund)

*Classroom: LUX* (10:15-12), (13:15-15:00)

**Transcription and the use of transcriptions in textual presentations**

10:15-11:00 Lecture: Transcription and the Ethics of Language in Use (Tom O’Dell) LUX C214

11:15-12:00 Lecture: Lecture bound exercise: Life History: Reading between the lines of a transcribed life (Tom O’Dell). LUX C214

13:15-15:00 Lecture: Arts Based Methods (Robert Willim) LUX B237

*Read:*

-Bucholtz, Mary (2000) The politics of transcription. In *Journal of Pragmatics*. 32:1439-1465.

-Chin, Elizabeth (2011) Reflections on Race, the Body and Boundaries. How to Get on the Bus. In *Ethnologia Europea* 41(1):41-52.

-Lennartsson, Rebecka (2011) Notes on ‘not being there’. Ethnographic Excursions in Eighteenth-Century Stockholm. In *Ethnologia Europea* 41(1):105-116.

- O’Dell, Tom & Willim, Roebrt (2013) Transcription and the Senses: Cultural Analysis When it Entails More Than Words. In *Senses and Society*. 8(3): 314-334.

- Sontag, Susan: (2003) Regarding the Pain of Others (Chapter 2). New York: Farar, Straus and Giroux.

- Willim, Robert (2017) Art Probing and Worldmaking. Exploring Museum Imaginaries. *Hamburger Journal Für Kulturantropologie*. (20 pages)

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## Friday February 16, 2018 (Copenhagen & Lund)

**Workshop**

Presentation: Each student briefly presents portions of her/his group’s results. Each student is allotted 3 minutes with 3-5 Power Point Slides in which to make a presentation addressing the question of how the materials from an individual interview and focus group interview differ. At least one slide should even address the question of what happens to the information you collect from interviews when they move from the spoken word to the written word, that is to say when they are transcribed.

a. Focus Group Experiences

b. Individual Interview Experiences

c. Reflections on Transcribing

Classroom (Lund): 8:15-11:00 LUX: B352 Tom O’Dell & Kasia Herd

Classroom (Copenhagen): 10:15-13:00, Room 12.0.37

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## Tuesday February 20, 2018 (Lund)

**Ethnography and Digital Sources**

10:15-12:00 Lecture (Kasia Herd)

*Classroom:* LUX:B129

**Indexicality of Photos**

13:15-15:00 Lecture (Mark Vacher)

*Classroom:* LUX:B336

*Read:*

- Ahmed, Sara, “The Organisation of Hate” (Chapter 2) *The Cultural Politics of Emotion*. (2004) pp.42-61. Edinburgh: Edinburgh University Press. ISBN 0 74861847 3 (20 pages)

- Benjamin, Walter () “The Work of Art in the Age of Mechanical Reproduction”, pp. 19-55.

- Blank, Trevor (2013) Introduction: Cyberspace, Technology, and the Mass Media in the Twenty-First Century. Pp. 3-14. In *The Last Laugh: Folk Humor, Celebrity culture, and Mass-Mediated Disasters in the Digital Age.* Madison: University of Wisconsin Press. ISBN: 978-0-299-29204.

Blank, Trevor (2013) ‘Intimate Strangers’: The Folk Response to Celebrity Death and Falls from Grace. Pp. 57-69. In *The Last Laugh: Folk Humor, Celebrity culture, and Mass-Mediated Disasters in the Digital Age.* Madison: University of Wisconsin Press. ISBN: 978-0-299-29204.

- Davies, Charlotte (2008) ‘Using Visual Methods’ in Charlotte Aull Davies *Reflexive Ethnography*. Pp. 129-150. New York: Routledge.

- Davies, Charlotte (2008) ‘Internet ethnography’ in Charlotte Aull Davies *Reflexive Ethnography*. Pp. 151-170. New York: Routledge.

- Hirvi, Laura (2012) “Multi-sited Fieldwork amongst Sikhs in Finland and California: Reaching the Offline via the Online” in *Where is the Field? The Experience of Migration Viewed through the Prism of Ethnographic Fieldwork*. pp. 23-44. Helsinki: Finnish Literature Society.

- Hurdley, Rachel (2007) Focal Points: Framing Material Culture and Visual Data. In [*Qualitative Research.* 7(3):355-374.](http://www.lub.lu.se/cgi-bin/ipchk/http%3A/elin.lub.lu.se/link2elin?genre=article&issn=14687941&year=2007&volume=7&issue=3&collection=ejor&pages=355-374&resid=fc19f720de760168752ee4d1a4fd9a63&lang=en)

- Mason, Paul (2005) Visual Data in Applied Qualitative Research: Lessons from Experience. In [*Qualitative Research* 5(3): 325-346.](http://www.lub.lu.se/cgi-bin/ipchk/http%3A/elin.lub.lu.se/link2elin?genre=article&issn=14687941&year=2005&volume=5&issue=3&collection=ejor&pages=325-346&resid=9c882217b1185b6e4d5fecf19328abdf&lang=en)

- Rokka, Joonas (2010) Netnographic inquiry and new translocal sites of the social. In *International Journal of Consumer Studies*. 34 (4):381-388.

- Scheer, Monique (2012) Are Emotions a Kind of Practice (And is that What Makes Them Have a History)? A Bourdieuian Approach to Understanding Emotion. In *History and Theory* 2012, vol. 51, May.

- Sunderland Patricia & Denny, Rita (2007) ‘Ethnographic Video in Consumer Research: Fulfilling the Promise?’ In Patricia Sunderland & Rita Denny (eds.), *Doing Anthropology in Consumer Research*. Pp. 249-278. Walnut Creek: West Coast Press, INC.

- Sunderland Patricia & Denny, Rita (2007) ‘Photographs, Ethics, and Exoticization in/of Practice’, In Patricia Sunderland & Rita Denny (eds.), *Doing Anthropology in Consumer Research*. Pp. 279-317. Walnut Creek: West Coast Press, INC.

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## Friday February 23, 2018 (Lund & Copenhagen)

*Classroom (Lund):* LUX: A233 *9.15-11:00* (Tom O’Dell)

*Classroom (Cph) KUA:* 09:15-12:00, Room 12.0.37

**Workshop**

In preparation for the workshop students shall have gone onto the net and examined the materials published their by their clients. Come to the classroom prepared to discuss the manner in which your clients create an image of themselves, the nature of their statements, the larger social and cultural context in which these statements are made, and the manner in which they symbolically communicate with the world and create an aura around themselves. Issues of power may even be something you wish to reflect upon.

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## Monday February 26, 2018 (Copenhagen)

*Classroom KUA: 14.01.67*

**Cooperation, Collaboration, and Cultural Analysis**

10:15-12:00 Cooperation & Collaboration: Doing the Cultural Analysis Together (Tom O’Dell)

13:15-15:00 *Working Together: Reflecting on the Tension Between Dialogues and Dialectics* (Practical Exercise Focused on the Question of How You Would Improve MACA 2, for whom, and why?) (Kasia Herd, Tom O’Dell, Mark Vacher)

You have 30 minutes to prepare, 10 minutes for each group to present, and 30 minutes to discuss the process.

*Read:*

- Graffman, Katarina & Börjesson, Kristina (2011) ‘We are looking forward to some cool quotes!’ Perspectives on Applied Ethnography. In *Ethnologia Europea* 41(1):97-104.

- O’Dell Tom (2017) Multi-targeted ethnography and the challenge of engaging new audiences and publics. In *Sociological Research Online*. (23):1-15

- Sennett, Richard (2012) Introduction: The Cooperative Frame of Mind . In *Together: The Rituals, Pleasures, and Politics of Cooperation.* Pp. 3-23. Yale University Press.

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## Friday March 2, 2018 (Copenhagen & Lund)

Informal meeting to discuss ongoing work with clients. Students are not obligated to attend this meeting, but this is an opportunity to discuss problems and share ideas that students have in connection with the research they are doing in relation to their clients.

*Classroom (Lund): 10:15-12:00.* With Kasia Herd, LUX A232

*Classroom (Cph) KUA:* 09:15-12:00, Room 12.0.37

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## Tuesday March 6, 2018 (Lund)

*Classroom: LUX B237*

**Techniques for Presenting Research Results**

10:15-12:00 Lecture: How to Present Anthropological Insights (Mark Vacher) LUX B129

13:15-14:00 Lecture: Multi-Targeted Ethnography (Tom O’Dell) LUX B237

14:15-15:00 Course Summation (Tom & Mark) LUX C214

*Read:*

- Davies, Charlotte (2008) ‘Formalizing Analysis’ in Charlotte Aull Davies *Reflexive Ethnography*. Pp. 231-253. New York: Routledge.

- Davies, Charlotte (2008) ‘Writing up, concluding’ in Charlotte Aull Davies *Reflexive Ethnography*. Pp. 254-272. New York: Routledge

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## Friday March 9, 2018 (Copenhagen & Lund)

*Classroom (Lund)* 8*:15-11:00 LUX A233* (Tom O’Dell & Kasia Herd)

*Classroom (Cph) KUA:* 09:15-12:00, Room 12.0.37

**Workshop**

Lund: Concluding seminar with discussion of a poster (in the form of a single Power Point slide) in which each student presents the state of her/his research project as it exists now. Consideration should be given to the manner in which you can use a single slide to communicate information effectively, and in an easily accessible fashion. Each student is allotted 3 minutes to present that work.

Copenhagen: Group pitch. Each group is allotted 3 minutes per group member. Your goal is to give a coherent presentation of your empirical and analytical foundation for your future MACA 5 project. You may use as many slides or objects as you find necessary.

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## Monday March 12

**Deadline to hand in final paper**

In Lund: The final paper shall be eight pages in length (Times New Roman 12, 1.5 line spacing). In this paper each student shall reflect upon and discuss the advantages, difficulties, short comings and ethical problems associated with 3-4 methods which they have learned in the course. You must even refer to the literature covered in the course in this paper.

In Copenhagen: The final paper shall be five pages in length (Times New Roman 12, 1.5 line spacing). In this paper each student shall reflect upon and discuss the advantages, difficulties, short comings and ethical problems associated with 2-3 methods which they have learned in the course. You must even refer to the literature covered in the course in this paper.