Introduction to Social Research

Weeks 9 & 10:

Interpretation, Qualitative Data Analysis, and Content Analysis

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Outline

I. Qualitative Data Analysis/es

II. Content Data Analysis and the Grounded Theory

III. First Illustration: medical monitoring

IV. Second Illustration: Students Bullying

V. Third Illustration: Inter-firm relations

VI. Conclusions

From Data to Concept

Three Step-Process?	Characteristics
Description	Raw materials are classified Inductive approach Method of representing the “indigenous” feelings, events, etc.
Analysis	Classified raw materials become findings our results Inductive approach Causal relationships between two or more variables
Interpretation	Findings are conceptualized Deductive approach Linking results with some theories

I. Qualitative Data Analysis/es

Conditions of Analysis

- **First condition:** description, analysis, and interpretation should begin as soon as data collection begins

- **Objective:** develop insights, speculations, and small-scale theories

- **Second condition:** the analysis depends on the type of report (issues, cases, studies, level of generalization, etc.)

Types of Analysis

	Level of the concrete	Level of the generalized
Issue-focused analysis	Historical, journalistic account	**Mainstream social science**
Case-focused analysis	Case study	Typological description

Source: Weiss, 1994, p.152

Issue-Focused Analysis

- **Areas or topics:** example of retirement experience (reasons for retirement, reactions to retirement, etc.)

- **Four analytic processes:**
  1. Coding
  2. Sorting
  3. Local integration
  4. Inclusive integration

Issue-Focused Analysis

- **Coding:** relationships between the data and the concepts/categories

- **Example of codes for reasons for retirement:**
  (1) Movement to the periphery of the job
  (2) Withdrawal from tasks of responsibility
  (3) Unclear regarding the source of the pressure to retire
  (4) More a change in work routine than in identity

- **The process of defining codes:**
  1. Produced before or during the research
  2. Selection of informative/useful data

- **Coding: data gathered into various categories**
  1. code of population
  2. code of activities, events
  3. code of spaces of the situated actions
  4. analytical codes

Issue-Focused Analysis

- **Sorting:** building of folders for categories of material

- **Examples of the research on inter-firm cooperation:**

  1. Folder on technological level impact on the nature of cooperation

  2. Folder on cost reduction policies on the nature of cooperation

- **Use of software and word-processing programs:** ATLAS, Ethnograph, HyperResearch, NUD*IST, Nvivo

Issue-Focused Analysis

- **Local integration:** organizing & interpreting observations & understandings in each section of the report
- **How to proceed?** summarizing the main line of the material of the folders and their variables
- **Example:** relationship between challenges and work stress
- **Inclusive integration:** elaborate a single coherent story

Issue-Focused Analysis

- **Generalized issue-focused research:** the question of generalization, quantification, and representativeness

- **Issue-focused research at the level of concrete material:** depiction of Spanish Civil War from the perspective of ordinary people

Case-Focused Analysis

- **Concrete cases:** concrete and particular event, population, phenomenon in a situation/context

- **Case studies & generality:** the nature of an illustration/example

- **Sorting:** story of an issue and “voice-overs”

Case-Focused Analysis

- **Typologies:** common pattern found among several case studies – biological species

- **Kind of typologies:** individuals, relationships, families, organizations, governments, etc.

- **Example:** young strivers, marriage of affluent couples, conservative politician, “other-directed” vs. “inner-directed”, self-made man

II. Content Data Analysis and the Grounded Theory

Grounded Theory

- **Grounded theory:** creating theoretical categories from the data and then analyzing relationships between key categories (Barney Glaser, Anselm Strauss)

- **Social constructionism:** social scientists are analysing the social constructions of people

- However, constructions are experienced as reality

- **“The facts never speak for themselves”**

Grounded Theory

- **Specificities of the approach:**

  (1) creating and refining the research and data collection questions

  (2) raising terms of concepts

  (3) asking more conceptual questions on a generic level

  (4) making further discoveries and clarifying concepts through writing and rewriting

- **A precondition:** general research question rather than tightly predefined hypotheses

Data and Conditions of Coding

- Follows upon and leads to generative questions
- Fractures the data
- Discovering core category/ies
- Moves toward ultimate integration

Data and Conditions of Coding

- **Data gathering :**
  1. Conditions: cues like “because, since, as”, etc.
  2. Interaction among the actors
  3. Strategies and tactics
  4. Consequences: cues like “ as a result, because of that, the result was”

- **Paradigm coding:** conditions, relationships, strategies, consequences

Open coding

- **Initial type of coding:** produce concepts that fit the data
- **Some common questions:** what study are these data pertinent to? – What category does this incident indicate? – What is actually happening in the data?
- **Provisional categories:** help define questions and provisional answers
- **Potentiality:** relationships between the document and the researcher
- **Example:**
  1. A nurse said “I tried to keep my composure when the patient was yelling, by leaving the room”
  2. Open code: professional composure

Axial & Selective Coding

- **Axial coding:** intense analysis done around one category at a time

- **Selective coding:** core categories (central, frequent appearance, easy relatedness to other categories, maximal variation to the analysis) and their interrelations

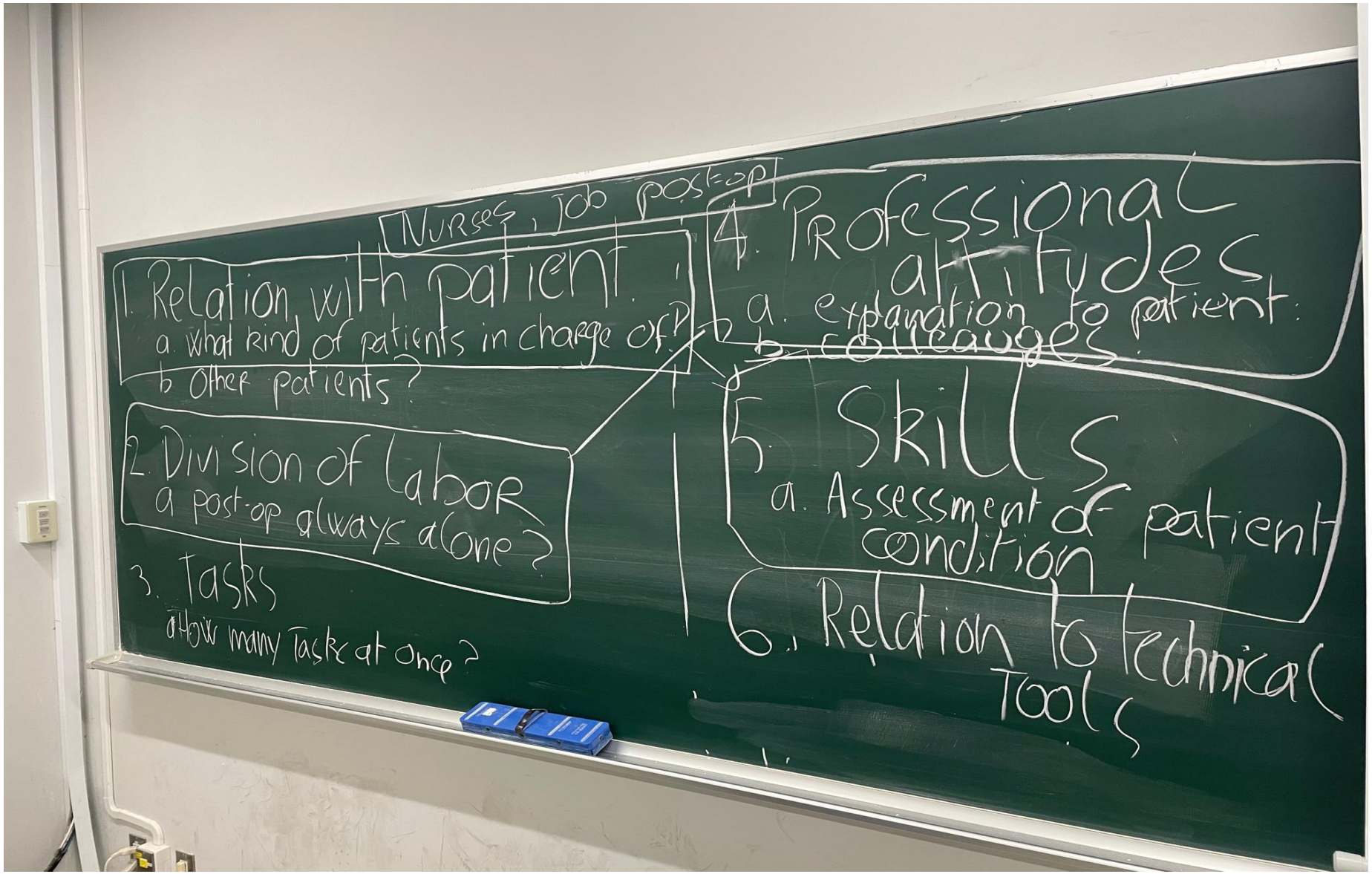
- **Two types of categories:** “in vivo” codes & sociologically constructs

III. First Illustration: medical monitoring

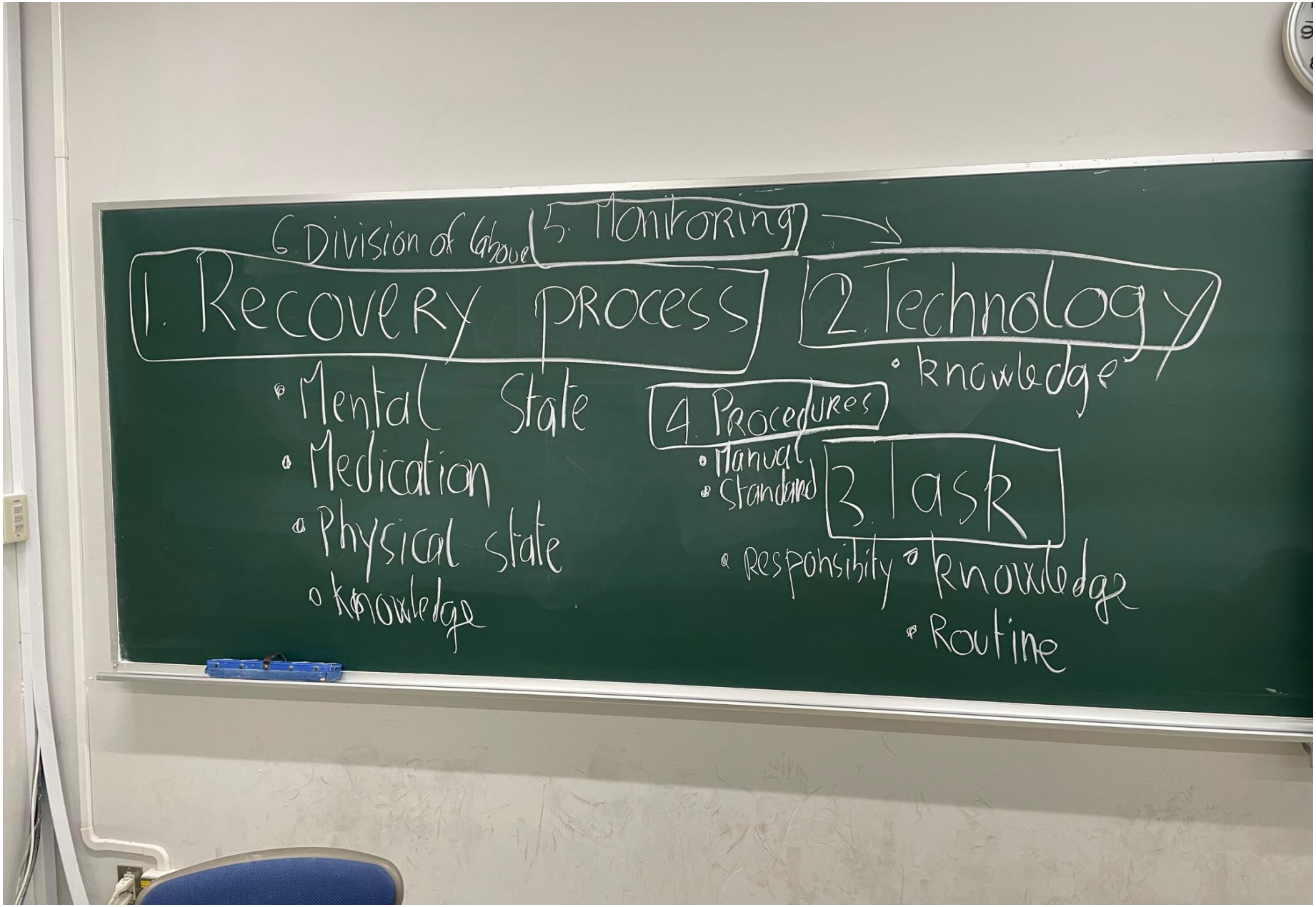
Medical technology and work

- "**I watched Nurse T. working today for about an hour with a patient who was only four hours post-op. In general the work was mixed. She changed the blood transfusion bag. She milked it down, and took out an air bubble. Later she changed it again; later, got the bottle part filled through mechanical motion.** She milked the urine tube once. She took a temperature. She put a drug injection into the tube leading to the patient's neck. She added potassium solution to the nonautomated IV. But, all the while, she had in focus (though not necessarily glancing directly at) the TV which registered EKG and blood pressure readings. Once, she punched the computer button to get the fifteen- minute readout on cardiac functioning. And once she milked the infection- purifier tube leading from the patient's belly. And periodically she marked down both readings and some of what she had done. **Once the patient stirred, as she was touching his arm: She said quite nicely then that she was about to give him an injection that would relax him. He indicated that he heard. Another time, she noticed him stirring and switched off the light above his head, saying to him, "That's better isn't it?"** At one point, she assessed that blood pressure was not dropping rapidly enough, and told the resident, suggesting they should do something." (Strauss, 1987, pp.59-60)

First memo & open coding (2023)



First memo & open coding (2024)



Open Coding

- **"She changed the blood transfusion bag"**

- **The several open codings:**

  1. she changed: this is a *task* performed alone without immediate *division of labor*

  2. blood transfusion bag: requires an *equipment supplies – body-equipment connection – need to monitor it – body invasion*

  3. changed: simple, routine work

  4. patient relationship: nonworking relationship

Open Coding

"She milked it down, and took out an air bubble. Later she changed it again; Later, got the bottle part filled through mechanical motion."

- **Milked and took out:** *mini-tasks – clinical safety work*

- **Later she changed it again:** *series of tasks – a repeated series*

"She took a temperature"

- **Body monitoring:** *location of the illness trajectory*

Axial coding

- **Choice of single categories:** define one axial category (monitoring for clinical safety)
- **Properties of the categories:** this task is visible to others, requires little skills, seems routine, etc.
- **Hypotheses about:** conditions, interactions, strategies, and consequences
- **Create relations among categories:** monitoring for clinical safety & subtypes of safety work (rectification, assessment of potential hazard)

IV. Second Illustration: Students Bullying

Table 11.1 Initial coding

Initial coding	Interview data	
	Interviewer:	How did the bullying affect you during this period?
Becoming insecure; self-doubting; loss of self-confidence; thinking bullying depends on wrongness with self; believing bullies' negative image of you; getting bad self-confidence from being bullied; becoming passive out of social fear	Eric:	I started to feel very insecure. In other words, I started to doubt myself more and more. I lost my self-confidence. I thought there has to be something wrong with me, because otherwise they wouldn't have picked me as a victim. I believed all the stupid things they said about me. So, I really got very bad self-confidence from all the bullying. I really didn't dare to do things I wanted to do when other people were nearby.
	Interviewer:	The bullying gave you bad self-confidence?
Believing of the wrongness with self as a result of being bullied; feeling self-worthlessness; being globally disliked	Eric:	Yes, and it made me believe there was something wrong with me, that I was stupid. I felt worthless, that no one would like to be with me.
	Interviewer:	You said before that you thought they bullied you because there was something wrong with you. Can you tell me more about that?
Being bullied because of being different	Eric:	Because I was a different or a bit odd, I wasn't like them.
	Interviewer:	You became bullied because you were different?
The constant message of being nerdish; a sense of not fitting in as a result of being bullied; inferring social deviance of self from the experiences of peer victimization; a lingering sense of being different	Eric:	Yeah, that was what I was told all the time, that I was a nerd, I wore ugly clothes and stuff like that. But it was only when the bullying started that I began to feel different, that I didn't fit in. I didn't think like that before. But when they started to tease me, push me around, and when I was frozen out all the time, I began to understand that I was different. I can still remember that feeling.
Avoiding bullying	Interviewer:	What did you do when you got bullied at school?
	Eric:	I tried to avoid it.
	Interviewer:	How?
Inhibiting the social presence of self; believing social invisibility prevents bullying; inaction protects self from embarrassment and teasing	Eric:	For example, by not putting my hand up during the lessons, being quiet and not standing out. I thought if I didn't stand out, if they wouldn't notice me, then they wouldn't bully me. If I didn't say or do things when other people were around, nothing embarrassing would happen, no one would tease me.
	Interviewer:	What do you mean?
Standing out leads to more bullying; becoming silent; avoiding attention	Eric:	Well, if I said something, if I tried to take some space, then they would just say, 'We have to put him down! We have to bully him even more!' So, the best thing was to be quiet and not be noticed.

Source: Thornberg, Charmaz, 2014:157

Table 11.2 Focused coding

Focused coding	Interview data	
Self-inhibiting	Eric:	For example, by not putting my hand up during the lessons, being quiet and not standing out. I thought if I didn't stand out, if they wouldn't notice me, then they wouldn't bully me. If I didn't say or do things when other people were around, nothing embarrassing would happen, no one would tease me.
	Interviewer:	What do you mean?
	Eric:	Well, if I said something, if I tried to take some space, then they would just say, 'We have to put him down! We have to bully him even more!' So, the best thing was to be quiet and not be noticed.
Self-doubting	Ann:	I felt that there had to be something very wrong with me because everyone picked on me. I felt that I was worthless. I felt that I really must be a boring–, a very boring person because everyone avoided me and because they teased me and because of all things they did to me. I never thought that I didn't want to live anymore. I didn't think that way. I don't think I did. At least I can't recall I did. I just felt that I must be messed up in my head, and that I was much more inferior to the others.

Source: Thornberg, Charmaz, 2014:158

V. Third Illustration: Interfirm relations

博士課程調査の概要

- 研究の背景・文脈：1990年の WOMACK, James P., JONES, Daniel T., ROOS, Daniel, ***The Machine That Changed the World.*** *The Story of Lean Production – Toyota's Secret Weapon in the Global Car Wars That is Revolutionizing World Industry*, New York, Free Press, 2007 (1990)から、トヨタ生産方式の普及

- **リサーチクエスチョン：How evolved were Labour Relations & the inter-firm relations between Toyota and its main Japanese Suppliers between 1986 and 2008?**

- **調査対象：愛知県のトヨタとフランス・ドイツのベンツとプジョー社の 3次部品メーカーの比較（2007年～2011年）**

- **調査方法： 合計43の部品メーカーの社長とのインタビュー、工場見学、53追加インタビューと観察**

先行研究のまとめと本研究の位置付け

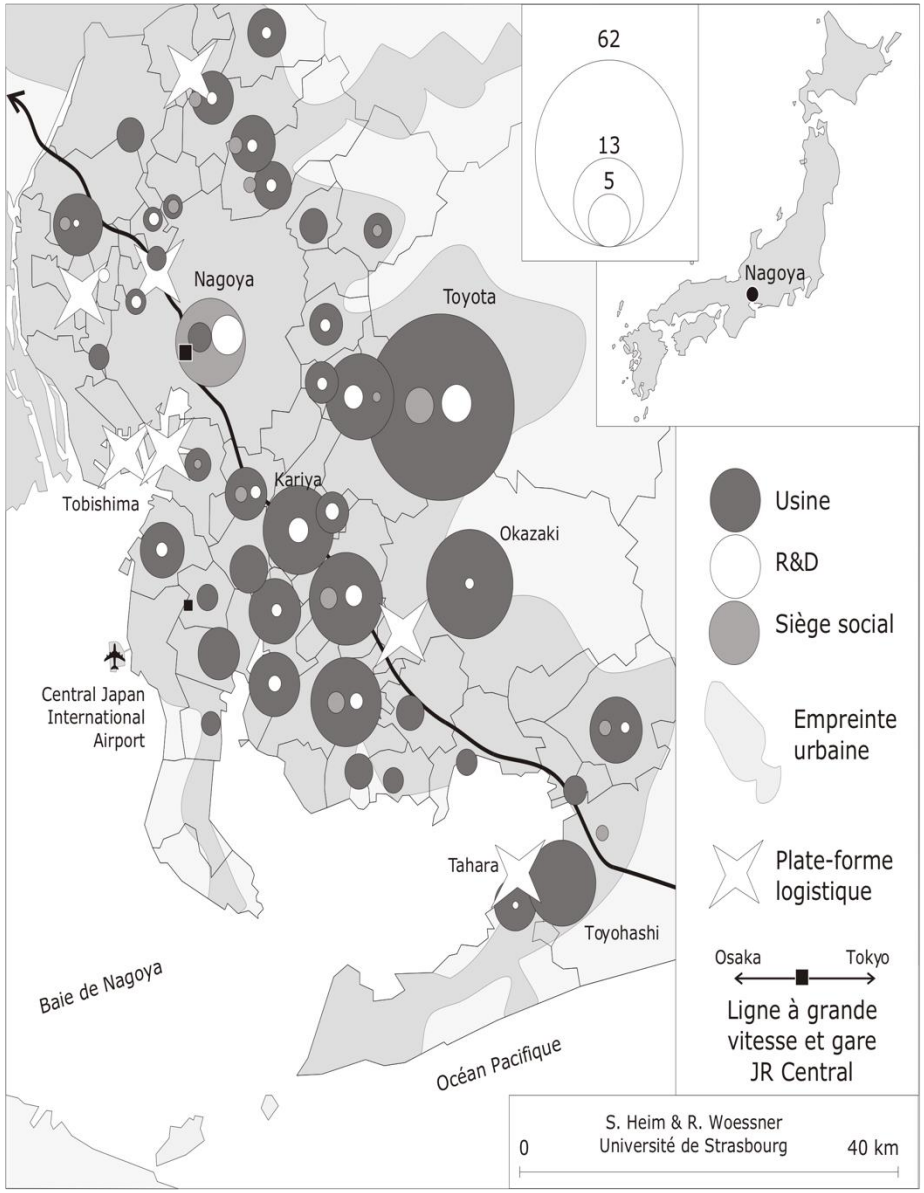
- 1990年代、トヨタ生産方式に関連して研究の増加
- 日本国内、系列などの企業間関係の特徴
- 日本型雇用制度：終身雇用、企業別労働組合、年功序列
- 本研究の位置付け：

1. 経済社会学の視点

2. 企業間関係：Transaction costに限らずに、Structural HolesやWeak tie vs. strong tiesの社会ネットワーク論

3. 大企業間関係だけでなく、中小企業と大企業との関係を焦点に当たる

東海のトヨタグループ



- 現在：200万台、76工場
- 1960年～1980年の間に：生産の急増化

40カ所の創立

1.5万台から330万台まで

- トヨタ市ー刈谷市の軸
- アウトソーシングのポリシー：

1. トヨタの4カ所：元町（1959年）、高岡（1966年）、堤（1970年）、田原（1979年）

2. 委託生産・開発：全生産の半分以降が七つの委託メーカー任せにする

3. 業界団体・協力会：協豊会（創立：1943年）

出所）Heim, 2009

第一回の比較方法の軸

Table 1. Relation-specific skill, Asanuma, 1989

CONTENTS OF RELATION-SPECIFIC SKILL BY MAJOR CATEGORIES OF PARTS

Major categories of parts	Major components of relation-specific skill			
	X_1	X_2	X_3	X_4
	Capabilities that become visible through interactions held during the early development stage	Capabilities that become visible through interactions held during the late development stage	Capabilities that become visible at deliveries during the production stage	Capabilities that become visible at price renegotiations during the production stage
Marketed goods-type parts	(Low visibility to the core firm)	(Low visibility to the core firm)	1. Ability to assure quality 2. Ability to assure timely delivery	(Low visibility to the core firm)
DA parts	1. Ability to develop the product in response to the specifications from the core firm 2. Ability to make proposals on specification improvements	1. Ability to develop the process based on the drawings approved (visibility ranges from high to low) 2. Ability to reduce prospective costs through VE	1. Ability to assure quality 2. Ability to assure timely delivery	1. Ability to reduce costs through process improvements (visibility ranges from high to low) 2. Ability to reduce costs through VA
DS parts	(Not relevant)	1. Ability to develop the process based on the drawings supplied 2. Ability to reduce prospective costs through VE (through proposals on design)	1. Ability to assure quality 2. Ability to assure timely delivery	1. Ability to reduce costs through process improvements 2. Ability to reduce costs through VA (through proposals on design improvements)

Source: Asanuma, 1989: 24

先行研究により比較カテゴリ（１）

Initial coding	Origin	Target
Duration and nature of the relations with client and rival firms	Transaction cost economics (Asanuma, 1989)	Taking up the story around the modes of transactions aimed at identifying the socioeconomic position of the firm and the nature of the relations with their client and rival firms. It is then easier to cross-reference other data with these negotiated positions to understand the nature of the relationships.
Acquisition and sharing of technical knowledge	Evolutionary Economics (Fujimoto, 1999)	It covers the major events – transactions, product and production developments, negotiations around the technical requirements, quality, and prices – isolated to grasp how suppliers developed their technical know-how. They were either related to the client firms, the internal organization, the economic and institutional environment, or their formal and informal social networks. Skills were also coded from routine to evolutionary capabilities.

出所）Heim, 2022: 40

Transaction cost economics (Williamson, 1979) から新しい分析方向性

企業間関係とTransaction cost economies(Williamson, 1993: 93-94)の視点

(1) the frequency with which they recur,
(2) the degree and type of uncertainty to which they are subject,
(3) the condition of asset specificity

“In the literature, the long and exclusive relations between a car manufacturer and a group of suppliers in Japan explains the emergence of relation-specific skills, cooperative behaviors, and incentives to keep costs low and maintain high-quality standards. The analytical framework developed by Asanuma (1989) shaped my own representations of inter-firm relations in the Japanese automotive industry and was a guide to the first investigations I undertook. He distinguished three types of transactions based on the forms of subcontracting – marketed goods-type parts, drawings supplied parts (the drawings are provided by the client firm and the suppliers produce the parts following these strict requirements), and drawings approved parts (where the suppliers are also in charge of designing the drawings, they have higher development capabilities and authority) – and compared the relative amount of investment in relation-specific skills distinguishing four categories of skills (cf. table 1).” (Heim, 2022: 34)

フィールドワークから初めての発見、2017年ドイツと日経電池部品メーカーの比較

“Transaction cost economies and its analytical codes acted like a barrier to the understanding of the socio-technical environment. (…) An exploratory interview and case study of product development was especially illuminating. Two approved drawings suppliers that delivered a similar part to Toyota, one for Japan and the other for Europe, were tied very differently to Toyota (relation-specific skills). Indeed, in the product development phase, the tests of the parts to Europe were not implemented by Toyota’s engineers, but by those of the Japanese supplier in charge of the same product. (…) This made clear that restricting the analysis to the manufacturer-supplier relations is too narrow to grasp the complexity of the transactions". (Heim, 2022: 35)

分析のフレームの再検討

- 企業間関係の分析より、社会技術の環境分析の必要性：“technical solidarities” and “technical ensembles” (Dodier, 1995; Simondon, 1958)
- 社会ネットワーク論により、産業の中の知識の共有とその限界
- マークス主義により、労働分業の再検討：企業内部労働市場から、企業グループの労働市場と労働分業への広がり

先行研究と最初のフィールドワーク結果により比較カテゴリ（２）

Table 2. The first analytical framework to collect data

Initial coding	Origin	Target
Duration and nature of the relations with client and rival firms	Transaction cost economics (Asanuma, 1989)	Taking up the story around the modes of transactions aimed at identifying the socioeconomic position of the firm and the nature of the relations with their client firms. It is then easier to cross-reference other data with these negotiated positions to understand the nature of the relationships.
Acquisition and sharing of technical knowledge	Evolutionary Economics (Fujimoto, 1999)	It covers the major events – transactions, product and production developments, negotiations around the technical requirements, quality, and prices – isolated to grasp how suppliers developed their technical know-how. They were either related to the client firms, the internal organization, the economic and institutional environment, or their formal and informal social networks. Skills were also coded from routine to evolutionary capabilities.
Development of social networks and proximity	Economic sociology and social network analysis (Burt, 1992; White 2002)	This operation consists of identifying the partners and delimiting the company's network of actors and the nature of relationships and their evolutions over time. Beyond the mere proximity of client firms, suppliers can benefit from territorialized know-how, from labor pools and skills in the territory meeting their needs, and different social networks of expertise in their direct environment.
Labor process and workplace control	Organization studies and Marxist theory (Braverman, 1974)	I sought to glimpse dimensions that have been hidden, voluntarily or not, in the chronologies and related to the forms of management control and resistance to them. Company representatives necessarily pass over conflictual events with their client firms, failures to bring products to market or the deployment of the Toyota's management tools in their factories that impact their labor processes.

フィールド調査に基づいてAnalytical Codeの生成

それぞれの問題点（企業間関係構造の要因とスケール）：

1. 企業規模によりの比較？

2. 生産技術と製品によりの比較？

3. 部品メーカーのcustomer firmの数とその関係によりの比較？

4. 社長さんの社会的資本によりの比較？

5. 中小企業間の情報交換程度によりの比較？

6. 大企業との情報交換程度によりの比較？

Tableau synthétique, enquête Japon, Stéphane Heim

Firm	Date of Creation	President	Number of Employees	Capital (単位：千円)	Turnover (単位：千円)	Number of Factories	Head Office	Business	Clients
A	1949		120 812	187,400,000	2,976,709,000	9 in Japan	Kariya (Aichi)	1st Tier supplier	Toyota Group
B	1970		31 003	657,355,000	1,445,600,000	7 (3 Japan)	Tokyo	Carmaker	
C	1926	Toyoda	38 903	80,400,000	1,377,700,000	10 in Japan	Kariya (Aichi)	1st Tier supplier	Toyota Group
D	1971		7266	34,606,000	115,300,000	23 (12 Japan)	Tokyo	Metalworking	Several
E	1934		4500	391,000	53,000,000	17 (10 Japan)	Tokyo	Metrology	Several
F	1890	Family	2687	306,000	34,700,000	8 (3 Japan)	Nagoya (Aichi)	Metalworking	Toyota, Daihatsu
G	1909		966	12,316,540	34,620,000	3	Kanazawa (Ishikawa)	Loom Machines	Several
H	1944	Toyota	1153	5,985,000		13 (3 Japan)	Arai (Shizuoka)	Metalworking	Nissan, Toyota, JTEKT
I	1960	Family	927	10,000	36,100,000	4 (2 Japan)	Anjo (Aichi)	Metalworking	Aisin Seiki, Sangiken
J	1949	Family	430	171,000		2	Kanazawa (Ishikawa)	Machining Center	Several
K	1955	Family	210	20,000	7,500,000	3	Anjo (Aichi)	Metalworking	Aisin, Aisin AW
L	1947	Family	313	80,000	6,000,000	2 (Japan)	Tokoname (Aichi)	Metalworking	Mitsubishi, Toyotetsu, Asmo, Denso
M	1960	Family	195	2,010,000	4,610,000	1 (Japan)	Toyota (Aichi)	Metalworking	Toyota Auto Body + Toyota group
N	1958	Family	155	12,000	1,810,000	3 (2 Japan)	Kariya (Aichi)	Metalworking	Toyota Industries, Denso, Futaba
O	1948	Family	150	10,000	1,660,000	2 (Japan)	Nagoya (Aichi)	Metalworking	Aisin AW
P	1912	Family	90	65,000	1,200,000	4 (2 Japan)	Nagoya (Aichi)	Metalworking	Several
Q	1968	Family	200	50,000		6 (3 Japan)	Ogaki (Gifu)	Metalworking & die maker	Automobile, 7%
R	1966		170	30,000		2	(Shiga)	Metalworking	Nihon Seiko
S	1979	Family	132	200,000		(2 Japan)	Nagoya (Aichi)	Die maker	Toyota Group
T	1949	Family	126	10,000 (Japan)		5 (2 Japan)	Kani (Gifu)	Metalworking	Several
U	1968		60	10,000		2 (Japan)	Anjo (Aichi)	Die maker	Aisin Seiki, Hisada, Nissinbo
V	1948	Family	62	24,000		1 (Japan)	Nagoya (Aichi)	Metalworking	
W	1991	Family	50	10,000		2 (1 Japan)	Nagoya (Aichi)	Plastic maker	Toyota Group (70%)
X	1921	Family	50	25,784		1	Komaki (Aichi)	Foundry	Several

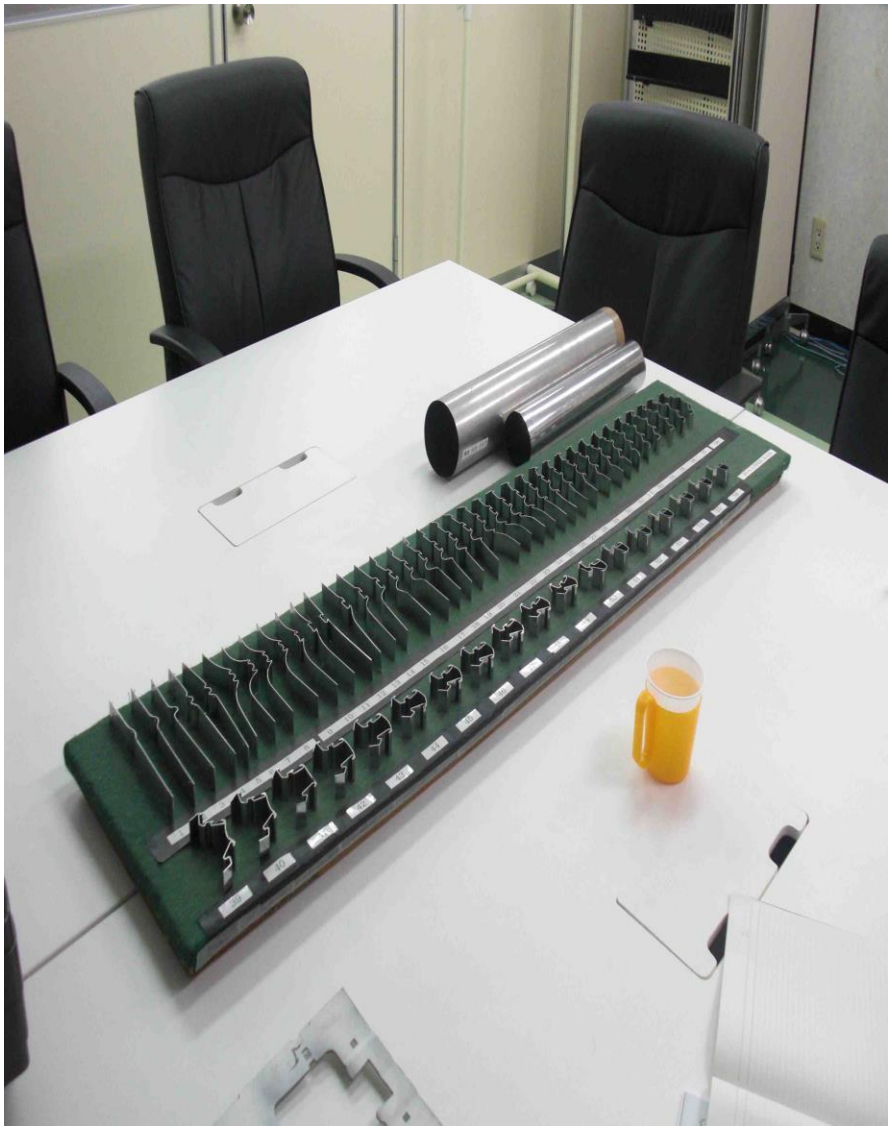
インタビュガイドの大項目

1. **Firms' history & "productive identity"** (sector, kind of parts & services produced, conception or not, etc.)

2. **Their technical & organisational capabilities** (way of acquisition, development & share with their partners, etc.)

3. **Their positions in the supply chain** & relations with their clients, competitors & suppliers (in a spectrum form embedded relations to arm-length relations)

2009年春と夏愛知県における聞き取り調査の発見



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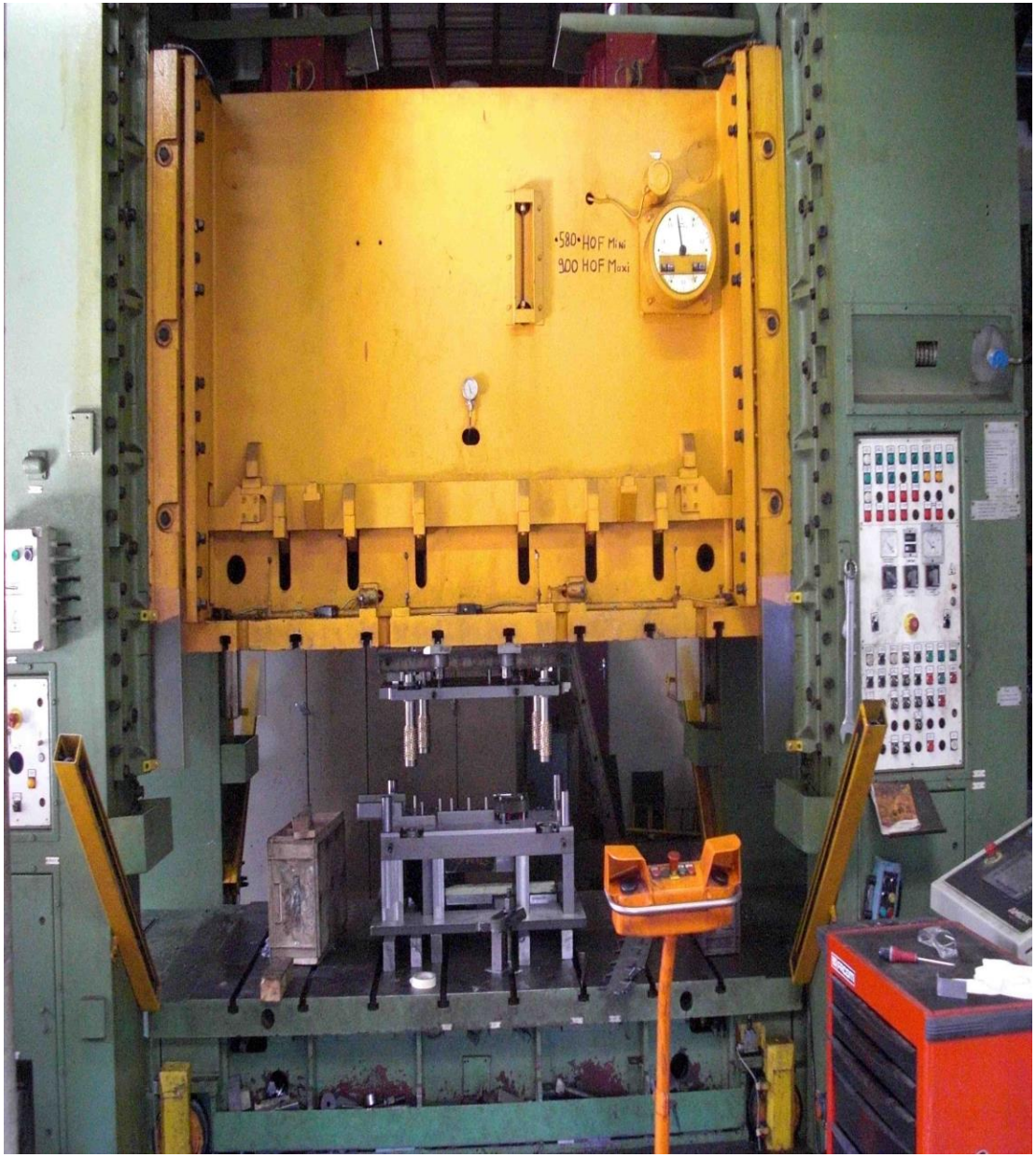

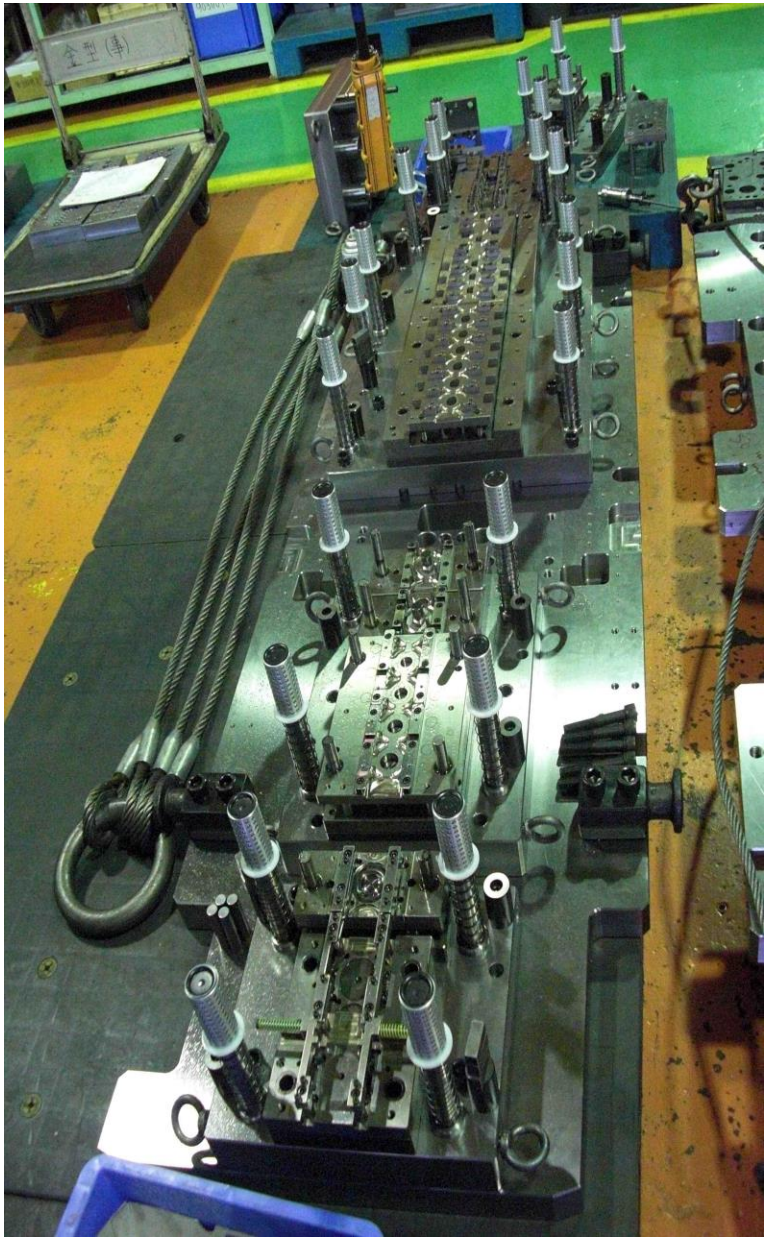

グラウンデッド・セオリーに基づく、12年後のfocused coding（1）

Focused coding	Interview data
Strategies and logics of cooperation with rival firms	So currently, those who are most to be pitied are commodity trading companies that no longer have customers. Many companies have gone bankrupt. We, the press makers and trading companies, split the profits and when we couldn't balance, we paid the differential out of pocket. It was quite difficult. When they place an order for a part to several companies, we receive the same requirements, we tacitly decide not to lower the price so that there is no competition between us. (…) We discuss between us the distribution of orders according to our specificities. It's the only way to survive in this industry. In Aichi, we often meet between manufacturers of pressed parts and this is a specificity in the region compared to other Japanese prefectures. Yesterday, for example, we had lunch with Kato and three other CEOs of press part manufacturing companies. We exchange information and ask how we can act to meet the requirements of our customers.

出所）Heim, 2022: 44

グラウンデッド・セオリーに基づく、12年後のfocused coding（2）

Focused coding	Interview data
Mechanisms of control avoidance	Client firms find excuses such as quality to come and examine our procedures. They can understand the processes by visiting our factories. For example, to protect ourselves from this, we do not show the parts in progress in our servo presses. The costs are declared to the client and the client checks the veracity of the information by examining on site, in our plants, the actual costs. What we do not disclose to customers are our manufacturing processes, the different stages. This is our expertise and we do not show certain parts. It is our main source of profit, so we have to protect ourselves from customers. Customers right now are looking to reduce the weight of vehicles. So, we are asked to make sure that there is no material inside, but a cavity. The customer makes the cuts of the desired parts and contacts us to find out if it is possible to produce these parts by profiling. We are therefore thinking about setting up a profiling line by defining the number of tools required.

出所）Heim, 2022: 44

VI. Conclusions

Conclusions

- Analysis in qualitative research is a dynamic process starting with the first collection of data
- Analysis is grounded in the data collected and implies a specific relationship between the data and the researcher
- Analysis needs specific methodological toolkits that allow generating theory from data

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