* You can code website e.g. people make Glasgow
* Sense of remoteness
* Different scale perspective – using drone
* ALLADALE – wilderness reserve – YT video, a lot more people, family, different ages, bringing people together, they are having fun – laughing, sociable
* Motion of remote, think of the music!, buildings (acoommodation)
* Juxtaposition of social aspect and wild
* Red deer standing on the lawn – kind of domesticated, sense of luxury, close contact to wild; salmon
* Yoga, chess – technology free
* There are more adults than kids; cycling, hiking, shooting, fishing
* Sauna
* Good food, restaurant

The isle of Eigg

* Community isn’t obvious, people are missing

North Coast 500

* How to use pictures from Instagram? To convince someone about some particular perspective; we can count people, how many people (are there groups or just alone person in the mountains?), what are they doing, buildings,
* Red deer – managed to domesticate it to some extent, highland cows as well
* Coding, classifying, quantifying
* What you can count and classify?!
* Lexis library news

**21.03.2022 Lecture Notes, Qualitative Methods**

Foundation, empirical method here is CODING- way of identifying themes, patterns, meanings, issues. KEY – describe what you’ve got in how much detail ,whether its words or pictures

Content analysis

* Of words, pictures, in its initial formulation… an attempt to quantify the qualitative
* Compare analysis of questionnaire surveys (try to find some papers on my topic?)
* Extensive research – tends to deal with a lot of data at a relatively superficial level in its traditional format – emphasis on message, the literal face value aspects of data
* Basic idea – the frequency of occurrence, the key pattern define what’s important

Content analysis as a science?

* Systematic + comprehensive – exhaustive – the idea that every article, every image, will be assigned to one category, sometimes also exclusive, that things can only go into one category (something cannot be split between categories)
* Textual analysis (analysis of text)
* Pushing beyond the word count becomes more qualitative, moving towards what was discourse analysis

Start out with a description at face value – see slide “Inverness” , imagine that you are describing the picture on an old fashioned phone where you can have speech but no visuals

Atmosphere is very difficult to identify.

Slide Criteria for credibility!

* Natural emphasis,
* Various elements of landscapes and the promotion of place analyse decoding, the meanings of science,
* Hermeneutics - contribute to discourse analysis; the idea of signs that what is at face value is symbolic of something else
* A certain discourse=a certain storyline, a certain myth, image ideology of the rural
* Social construction – it doesn’t have to be like this, it could be another way
* But the point of discourse analysis is to take the social construction apart, to work it backwards, to understand where it came from, how it works.
* The notion of discourse analysis is that whatever is in that text, it is conditioned, controlled by underlying mechanisms, structures.
* Identify the phrases, regimes of truth devices that assert normality and legitimacy- these are the key arguments for one way of thinking against others
* Also think about things that are absent; who and what is excluded; think about these wider social, cultural, political context; produced by whom, how, for whom and with what consequences
* Basic statements that build up this progress package and you could try to find them. (so, how are highlands depicted?)