



QUALITATIVE DATA ANALYSIS

MASTERS in MANAGEMENT (*MiM*)

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i. photovoice as participatory technique



photovoice

a research technique which deploys image: participants describe their everyday reality with recourse to pictures that they take or films that they make. a series of documents are thus produced, which are later explained verbally to the researcher and other participants.

ii. varieties of discourse

varieties of discourse

- journalistic or research interviews
- press conferences, speeches and talks
- official reports, institutional websites, newsletters...
- external / internal marketing and advertising
(including slogans and motivational mottos)
- personal webpages, blogs, forums and social media
- memoirs, autobiographies and life-histories

varieties of discourse

<https://juliezhao.com/>

iii. discourse analysis

discourse analysis

pathos: emotions and feelings; morals;

ethos: credibility and authority;

logos: arguments, concepts and facts;

(cf. Aristotle)

discourse analysis

one can simplify it by saying that the shutdown is financially efficient.

corporate manager

ERKAMA, N. & E. VAARA. 2010. Struggles over legitimacy in global organizational restructuring: a rhetorical perspective on legitimation strategies and dynamics in a shutdown case. *Organization Studies*, vol. 31 (7), p. 823.

discourse analysis

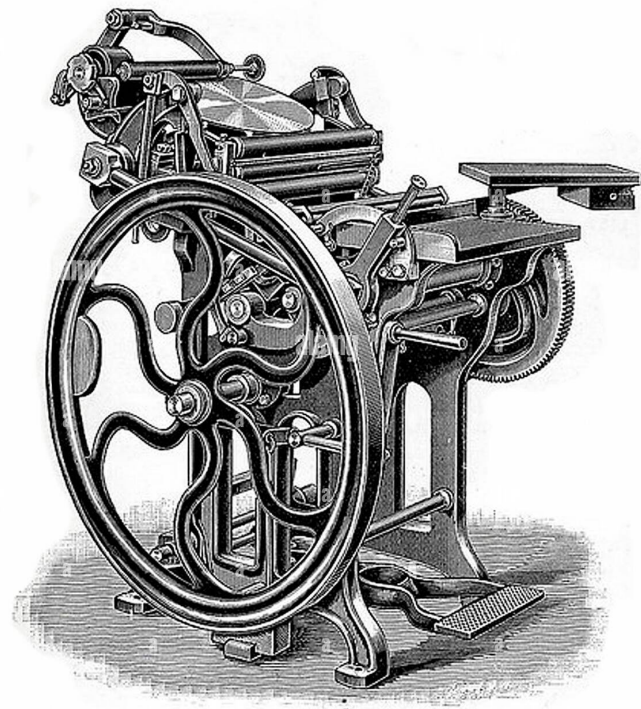
examples, images and figures of speech:

- metaphors (hyperboles, metonymies...)
- numbers, indexes, and other quantitative data

discourse analysis

we like to think of ourselves as being the pilot-fish of the shark.

manager of a startup providing aircraft technical assistance



discourse analysis

the *audience*:

the public in general, the clients, the media, workers, consumers, stakeholders...

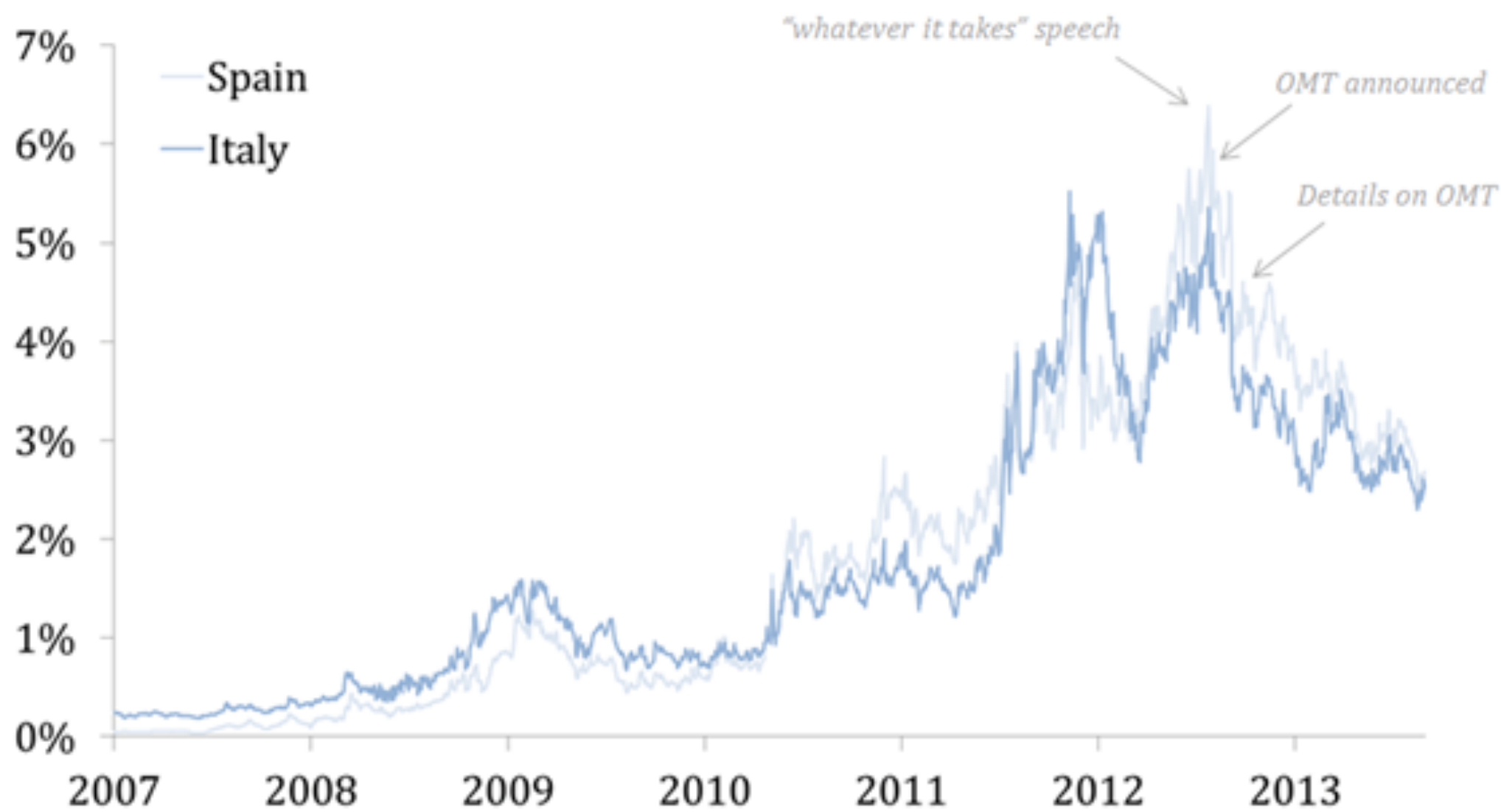


“ Within our mandate,
the ECB is ready to do
whatever it takes to
preserve the euro.
And believe me, it will
be enough.”

July 2012

Mario Draghi
President of the ECB





discourse analysis

audience – performativity

performativity – *power*

discourse analysis

power:

- which ideologies and interests are at stake?
- which rules, norms, procedures are invoked ?
- legitimacy
- hierarchy and leadership



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discourse analysis

ventriloquism: or the capacity of multiplying the authorship of what is being said, thus reinforcing the authority of what could simply be dismissed as a personal position.

COREEN, F. 2016. Ethics for dummies: ventriloquism and responsibility. *Atlantic Journal of Communication*, vol. 24 (1), 17-30

discourse analysis

a hierarchic superior (my boss...)

a collective entity (the organization, the market)

normative texts (laws, rules, etc.)

technologies...

discourse analysis

should human participants be the only ones saying what should be done in a specific situation, their positions could be systematically questioned by their interlocutors. It is because they can show that other authors are saying the same thing that the authority of their position can be established.

COREEN, F. 2016. Ethics for dummies: ventriloquism and responsibility. *Atlantic Journal of Communication*, vol. 24 (1), p. 22.

discourse analysis

other legitimation strategies:

- *autopoiesis*: history, identity, tradition...
- *cosmos*: the ways of the world...

ERKAMA, N. & E. VAARA. 2010. Struggles over legitimacy in global organizational restructuring: a rhetorical perspective on legitimation strategies and dynamics in a shutdown case. *Organization Studies*, vol. 31 (7), 813-839.

discourse analysis



Christine Lagarde ✓ @Lagarde · 18 de mar

Extraordinary times require extraordinary action. There are no limits to our commitment to the euro. We are determined to use the full potential of our tools, within our mandate.



European Central Bank ✓ @ecb · 18 de mar

Press release: ECB announces €750 billion Pandemic Emergency Purchase Programme (PEPP) [ecb.europa.eu/press/pr/date/...](https://www.ecb.europa.eu/press/pr/date/...)

**iv. the limitations of an
approach exclusively
focused on discourse**

limitations

- speech may be used to elude, rather than make explicit, relations of power;
- certain material conditions behind the speech tend to remain hidden (e.g. access to justice, the media, the capacity to decide how profits should be distributed or the length of the working day...)

references (session 4)

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