

File 20090624.0047: Fourth conjecture in the Ian Levy scenario: was I too subtle in sending Dr Levy the .doc file? Maybe he concluded I was too stupid to breathe.

Notes on ethnomethodology (for interviewing and questionnaire design):

- Worldview: *e.g.*, that the information you want to elicit is something that people are able and willing to talk about.
- What is the *moral order* of CC evaluation: what is the ‘right way’ to do it? (Even if they can’t immediately tell you what the right way is in detail, they know when you’re not doing it the right way. *E.g.* in the London Ambulance Service; the analyst could go in there and show them their way of dispatching an ambulance, and the dispatchers would be aghast—‘you *can’t* do it that way! That’s not right!’ (Later they might be able to show you how to do it strategically, but their first reaction is liable to be, ‘That’s not right!’).)
- **Don’t** talk about moral order to survey participants (don’t want to scare them or put them off).
- Talk to Marina Jirotko about it.
- Ethnomethodology experiments: ‘breaching’ moral order—early researchers tried these (look it up).

References