Situational Analysis

Grounded Theory After the Interpretive Turn

Second Edition

Adele E. Clarke University of California—San Francisco

Carrie Friese London School of Economics and Political Science

> Rachel S. Washburn Loyola Marymount University



Los Angeles | London | New Delhi Singapore | Washington DC | Melbourne

DETAILED CONTENTS

List of Illustrations	xv
Acknowledgments	xix
Prologue to the Second Edition	xxiii
What is Situational Analysis?	xxiii
Overview of the Second Edition Part I: Framing and Grounding Situational Analysis Part II: Doing Situational Analysis Part III: Mapping Extant Discourse Materials	xxvi xxvi xxviii xxviii
Practical Developments	xxix
How to Read and Use this Book	xxix
About the Authors	xxxiii
PART I • FRAMING AND GROUNDING SITUATIONAL ANALYSIS Introduction to Part I	1
Chapter 1 • Situational Analysis: Grounded Theory Mapping <i>After</i> the Interpretive Turn	3
What Is Grounded Theory? A Focus on Coding and the "Basic Social Process"	3 4
A Genealogy of Grounded Theory and Situational Analysis The First Generation The Second Generation	5 6 7
The Interpretive Turn Framing the Turns Strands of Critique	8 9 11
Grounds for a New Method	12
Situational Maps and Analysis Defining and Bounding "the Situation" Constructing the Situation by Mapping	15 16 17
Reflections and Anticipations	18

Chapter 2 • Methodological Grounds of Situational Analysis	23
Grounded Theory, Pragmatism, and Interactionism:	<i></i>
A Theory/Methods Package	24
Grounded Theory as Always Already Around the Interpretive Turn	25
Perspectives, Partialities, and Situatedness	26
A Materialist Constructivism	26
Deconstructive Analysis	27
Analytic Abduction	28
Induction, Deduction, Abduction Grounded Theory and Abduction	30
Situational Analysis and Abduction	31
Processes and Contingencies	32
Difference(s)	32
Relationalitiés and Ecologies	33
Grounded Theory as Recalcitrant Against the Interpretive Turn	33
Lack of Reflexivity and "Invisible" Researchers	34
Researcher as Tabula Rasa vis-à-vis Experience and Commitments	35
Researcher as Scholarly Tabula Rasa vis-à-vis the Literature Review	36 37
Researcher as Scholarly Tabula Rasa vis-à-vis Prior Theory Research as "Giving Voice" to the "Unheard"	37
Problems of Oversimplification	38
A Singular Basic Social Process?	39
"Negative Cases" Rather Than Variation	39
The Search for "Purity" in Grounded Theory	40
Pushing Grounded Theory Around the Interpretive Turn	41
Acknowledging Researchers' Embodiment and Situatedness	42
Pushing From the Conditional Matrix to the Situational Matrix	42 43
Strauss and Corbin's Conditional Matrices	43
Clarke's Situational Matrix Grounding Inquiry in "the Situation"	44
Doing Situational Analysis	49
Turning to Discourse(s)	50
Analyzing Complexities: Positionality and Differences	51
Positionality	51
Differences	53
Sensitizing Concepts, Analytics, and Theorizing as Sufficient	54
Reflections and Anticipations	56
Chapter 3 • Theoretical Grounds of Situational Analysis	61
The "(Re)Turn to the Social" Across Social Theory	. 62
Pragmatist Interactionist Origins: From Chicago Ecologies to	
Social Worlds/Arenas	63
Grounding in Chicago Ecologies	65
Conceptualizing the Situation	68

Key Concepts in Social Worlds/Arenas Theory	71
Social Worlds, Arenas, and Segments	71
Boundary Objects and Bandwagons	75
Implicated Actors and Actants	76
New Grounds I: Foucault and the Pragmatist Interactionist Project	77
Foucault and Pragmatism: Recent Interpretations	77
The Gaze	79
Discourse(s), Discourse Formations, and Disciplining	80 81
The Centrality of Practice(s) in Foucault and Pragmatism Fields of Practice(s) and Conditions of Possibility	82
Dispositif and Situation	82
Foucault and Method	83
	85
New Grounds II: Taking the Nonhuman Explicitly Into Account	86
 On the Importance of Things in Pragmatism and Interactionism Nonhuman Actors and Actants 	87
Hybrids, Living Nonhumans, Cyborgs, Discourses, Whatevers	88
Taking the Nonhuman Explicitly Into Account in Situational Analysis	90
New Grounds III: Deleuze and Guattari's Rhizomes and Assemblages	91
Rhizome as Inspiration	92
Assemblage as Metaphor	93
Deleuze, Guattari, and Qualitative Inquiry	. 95
Assembling the Theoretical Grounds of Situational Analysis	96
5	
5	
PART II • DOING SITUATIONAL ANALYSIS	101
	101 101
PART II • DOING SITUATIONAL ANALYSIS	
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design	101
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps	101 103 104
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started	101 103
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity	101 103 104 105
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started	101 103 104 105 105 105 105
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional	101 103 104 105 105 105 106 106
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map	101 103 104 105 105 105 106 106 106
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience	101 103 104 105 105 105 106 106 106 107
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses	101 103 104 105 105 105 106 106 106 107 107
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses Reading, Using, and Doing Exemplars of SA Projects	101 103 104 105 105 105 106 106 107 107 107 108 109
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses Reading, Using, and Doing Exemplars of SA Projects Doing Situational Analysis Project Design	101 103 104 105 105 105 106 106 107 107 107 108 109 110
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses Reading, Using, and Doing Exemplars of SA Projects Doing Situational Analysis Project Design Doing Preliminary Memos and Situational Maps for SA Project Design	101 103 104 105 105 105 106 106 106 107 107 108 109 110
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses Reading, Using, and Doing Exemplars of SA Projects Doing Situational Analysis Project Design Doing Preliminary Memos and Situational Maps for SA Project Design Initial Project Memos	101 103 104 105 105 105 106 106 106 107 107 108 109 110 110
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses Reading, Using, and Doing Exemplars of SA Projects Doing Situational Analysis Project Design Doing Preliminary Memos and Situational Maps for SA Project Design Initial Project Memos Preliminary Project Situational Maps	101 103 104 105 105 105 106 106 106 107 107 108 109 110 110 110
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses Reading, Using, and Doing Exemplars of SA Projects Doing Situational Analysis Project Design Doing Preliminary Memos and Situational Maps for SA Project Design Initial Project Memos Preliminary Project Situational Maps Starting for Continuing) the Literature Review	101 103 104 105 105 105 106 106 107 107 107 108 109 110 110 110 111
PART II • DOING SITUATIONAL ANALYSIS Introduction to Part II Chapter 4 • Getting Started: Practical Issues and Project Design The Three Kinds of Situational Analysis Maps Practical Issues in Getting Started Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses Reading, Using, and Doing Exemplars of SA Projects Doing Situational Analysis Project Design Doing Preliminary Memos and Situational Maps for SA Project Design Initial Project Memos Preliminary Project Situational Maps	101 103 104 105 105 105 106 106 106 107 107 108 109 110 110 110

١

•

Issues in Situational Analysis Project Design	116
Framing the Situation Accountability in Design and Data Gathering	116 119
Use of Sensitizing Concepts and Received Theory in SA	121
Conceptual "Levels of Analysis" in SA	122
Ongoing Mapping, Criticism, and Revising	123
Technical Tools Supporting Situational Analysis	124
Turning to Analysis	125
Chapter 5 • Doing Situational and Relational Maps	127
Abstract Situational Maps	128
Introducing the First Exemplar: Bone's Project	132
Situational Maps of Bone's Project	134
Doing Relational Analyses With Situational Maps	138
Relational Maps of Bone's Project	141
Final Comments on Situational and Relational Maps	144
Chapter 6 • Doing Social Worlds/Arenas Maps	147
What Are Social Worlds and Arenas?	148
Why Are Social Worlds and Arenas Analytically Important?	149
Introducing Social Worlds/Arenas Maps	151
Social Worlds/Arenas Map of Bone's Project	151
Doing Social Worlds/Arenas Maps	155
Memoing Social Worlds/Arenas Maps	157
Using Social Worlds/Arenas Maps in Your Project	160
Final Comments on Social Worlds/Arenas Maps	162
Chapter 7 • Doing Positional Maps	165
Abstract Positional Maps	166
Positional Maps of Bone's Project	168
Constructing Your Own Positional Maps	170
Articulating and Acting Upon Absent Positions	172
Why Are Positional Maps So Important?	173
Final Comments on Positional Maps	174
Chapter 8 • A Fully Worked Exemplar of Situational Analysis	177
Introducing Alonso-Yanez's Project	177
Alonso-Yanez's Situational Maps	179
Alonso-Yanez's Relational Maps	181

Alonso-Yanez's Social Worlds/Arenas Map	187
Alonso-Yanez's Positional Maps	190
Provisional Conclusions on Alonso-Yanez's Project	193
Chapter 9 • Writing It Up: Final Presentations and Project Maps	195
Writing It Up as an Analytic Process Questions to Ask Toward Writing it Up	196 198
Using Your Memos in Finalizing the Project Planning Your Write-Ups Memos Basic Project Information Memo	200 200 201
Turning Situational Analysis Maps Into Final Project Maps Situational and Relational Maps as Project Maps Social Worlds/Arenas Maps as Project Maps Positional Maps as Project Maps	202 202 203 204
Possibilities for Presenting and Publishing Your SA Project Deciding on Audiences and Formats Distinctive Characteristics of SA Projects A Relational Ecological Overview A Project Map Focus A Diagrammatic Focus	206 208 209 210 211 211
Temporary Conclusions	214
PART III • MAPPING EXTANT DISCOURSE MATERIALS	217
PART III • MAPPING EXTANT DISCOURSE MATERIALS Introduction to Part III	217 217
	-
Introduction to Part III	217
Introduction to Part III Chapter 10 • Turning to Discourses	217 219
Introduction to Part III Chapter 10 • Turning to Discourses What Is Discourse?	217 219 220
Introduction to Part III Chapter 10 • Turning to Discourses What Is Discourse? Why Analyze Discourses? Turning Up the Volume on "Minor" Discourses Single Site and Multisite Approaches Single Site Approaches <i>A Single Site SA Discourse Project Exemplar</i> Multisite and Multiscape Approaches	217 219 220 222 225 227 227 227 227 228
Introduction to Part III Chapter 10 • Turning to Discourses What Is Discourse? Why Analyze Discourses? Turning Up the Volume on "Minor" Discourses Single Site and Multisite Approaches Single Site Approaches A Single Site SA Discourse Project Exemplar	217 219 220 222 225 227 227 227 227

Chapter 11 • Mapping Narrative Discourse Materials	241
Kinds of Extant Narrative Discourse Materials	242
Designing a Narrative Discourse Project Which Narrative Discourse Materials? Locating, Collecting, Tracking, Situating Initial Memos of Discourse Materials	244 244 245 247
Doing Situational Maps of Narrative Discourse Materials Introducing the Narrative Discourse Exemplar: RU486 Discourse Project Situational Map Exemplar: RU486 Discourse Project	248 249 251
Doing Social Worlds/Arenas Maps of Narrative Discourse Materials Social Worlds/Arenas Map Exemplar: RU486 Discourse Project Debating the Project's Scope On the Elasticity of Social Worlds/Arenas Analysis	253 255 255 261
Doing Positional Maps of Narrative Discourse Materials Positional Map Exemplars: RU486 Discourse Project Abstract Perspectival Project Maps	261 262 263
Final Comments: Situational Analysis of Narrative Discourse Materials	266
Chapter 12 • Mapping Visual Discourse Materials	269
The Rise of Visual Cultures Claims to Realism and Gazes Exemplary Research Analyzing Visual Discourse Situating Visuals: Social Worlds and Visual Cultures	270 272 273 275
Doing Situational Analysis of Visual Discourse Materials Which Visual Materials? Deciding, Locating, Collecting, Tracking Entering and Memoing Visual Discourse Materials Locating Memo Big Picture Memo Specification Memo Doing Situational Maps of Visual Discourse Materials Doing Social Worlds/Arenas Maps of Visual Discourse Materials Doing Positional Maps of Visual Discourse Materials	277 278 279 280 281 282 284 285 285
Visual Discourse Exemplar: Washburn's Biomonitoring Project Washburn's Visual Discourse Materials Locating Memo: Advocacy Biomonitoring Reports Big Picture Memo: Advocacy Biomonitoring Reports Specification Memo: Advocacy Biomonitoring Reports Washburn's SA Maps of Advocacy Biomonitoring Imagery Washburn's Situational Maps: Advocacy Biomonitoring Imagery Washburn's Social Worlds/Arenas Map: Advocacy Biomonitoring Imagery Washburn's Positional Maps: Advocacy Biomonitoring Imagery	286 287 291 295 299 299 299 304

Washburn's Positional Map 1: Focus on Chemical Exposures in Biomonitoring Images	304
Washburn's Positional Map 2: Focus on Individual-Level	
Biomonitoring Data Washburn's Analytic Summary: Biomonitoring Project Imagery	305 308
Final Comments: Situational Analysis of Visual Discourse Materials	309
Final Comments: Situational Analysis of Visual Discourse Materials	507
Chapter 13 • Mapping Historical Discourse Materials	313
Historicizing Historical Approaches	314
Designing Historical and Historicizing Projects Design Issues	317 319
Historical Discourse Analysis Exemplar: Introducing Message's Project	320
Doing Situational Maps of Historical Discourse Materials Exemplar: Message's Situational Maps	322 323
Doing Social Worlds/Arenas Maps of Historical Discourse Materials Exemplar: Message's Social Worlds/Arenas Maps	336 337
Doing Positional Maps of Historical Discourse Materials Exemplar: Message's Positional Maps	341 342
Final Comments: Situational Analysis of Historical Discourse Materials	346
Epilogue: Situational Analysis Issues and FAQs	349
Comparing Early GT With Constructivist GT and SA	351
Tips on Learning and Teaching Situational Analysis Learning SA Teaching SA	351 351 354
Decolonizing and (Post)Colonial Situational Analysis	357
SA Mapping as Facilitating Engagement and Collaboration	359
FAQs About Situational Analysis	361
Final Words	369
Appendices	373
Appendix A: Grounded Theory and Situational Analysis Websites	373
Appendix B: Selected Exemplars of Situational Analysis by Discipline	374
Appendix C: Selected Exemplars of Situational Analysis by Mapping Focus	381
References	385
Index	413