Closing Panel
Methodological Challenges of S-as-P Research

Some Reflections on the Use of Video

David Seidl
Video Ethnography – Why is it used?

• Allows for very detailed observations (body, materiality…)
• Allows for broader observations
• Allows for observations in one’s absence
• Complements direct observation
• Easier to share with collaborators
• Can be shared with practitioners
Some Challenges of using video

- Access
- Ethics
- Preservation of anonymity
- Influence on the field
- Neutrality
- Drowning in data
- Expectations from reviewers when labelled „video ethnography“
- How to present the data in publications (new opportunities of presenting data on journal websites)
- If very micro → „Science of flipping Hamburgers“ (Pettigrew)
1\textsuperscript{st} seminar: Data Collection in Ethnography (Dvora Yanov) – May 25-27 2011

2\textsuperscript{nd} seminar: Data Analysis (Dvora Yanow) – October 26-28, 2011

3\textsuperscript{rd} seminar: Advantages of using video (tbd) – date tbd

4\textsuperscript{th} seminar: topic tbd – date tbd

Three-day block seminars at the University of Zurich. These seminars are open to members of the strategy-as-practice community. If you are interested in participating contact Stèphane Guérard (stephane.guerad@uzh.ch)