Making audio & video methods work for strategy research: Potential and challenges

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Why this is wonderful...

- Unmasks the significance of the apparently mundane
  - Greetings (Jeffrey, Curtis and Jane)

- Unmasks the significance of the non-verbal
  - Emotions (Feng and Sally)
  - Body and materiality (Curtis & Richard)

- Traces through interactions so that we can literally see and understand how and why they accomplish what they do
  - From conversation to text... from text to conversation... and back again (Paula and Paul)

- Familiar – yet strange: We all do similar things all the time but we rarely see them or reflect on them.
Why this is worrying... (maybe)

- Are you serious?
  - Legitimacy of deriving insight from tiny snippets of data?

- Overemphasis on interactions in the moment?
  - E.g., what about history of relationships, the context of the firm? What about longer term effects beyond the moment?

- Reinventing the wheel?
  - Are “strategic conversations” really any different from other group interactions? What is different?

- Publishing?
  - How to publish with video clips? Electronic outlets? Ethics?

- Competence?
  - What skills are needed to do this right? Barriers to entry?
How can micro-ethnography contribute to strategy research?

- Reveals strategy as a *skilled social* practice
  - More than rational analysis and technique

- Yet can also be used to examine how formal strategy techniques, tools, practices, and artefacts are enacted and produce their effects.

- Opens up the “black box” of TMT processes (cf. upper echelons perspective)

- Offers occasions for reflexivity and enriched understanding for practitioners and researchers