strategy-as-practice:
video-based ethnography

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Academy of Management 2008
origins and influences

an interdisciplinary convergence of competencies, including…

• anthropology – observation, interviewing
• sociology – conversation analysis
• psychology – context analysis
origins and influences

- Situated action (Schutz)
- Sociology of the workplace (Hughes)
- Ethnomethodology
  - Indexicality (Garfinkel)
- Symbolic interactionism
  - Mead
  - Situated system of action (Goffman)
  - Conversation Analysis
    - (Sacks and Schegloff)
- Situated action
  - (Suchman)
- Workplace Studies
  - (Health and Luff)
- Cognitive Artefact
  - (Norman)
- Technology as material and discursive practices
  - (Suchman, Trigg and Blombers)
- Distributed Cognition
  - (Hutchins)
- Conversation Analysis
  - (Sacks and Schegloff)
- Context Analysis
  - (Schefflen, Kendon)
- Workplace Studies
  - (Health and Luff)
- Practical Reasoning
  - (Scribner)
- Expansive Learning
  - (Engestrom)
- Activity Theory
  - (Vigotsky)
- Cultural Learning
  - (Cole)
- Workplace Studies
  - (Health and Luff)
- Video-based ethnography
  - (Goodwin, LeBaron Streeck)
- Ecology of Mind
  - (Bateson)
- Kinesics & Proxemics
  - (Birdwhistell)
- Cognitive Sociology
  - (Cicourel)
- Context Analysis
  - (Schefflen, Kendon)
- Distributed Cognition
  - (Hutchins)
- Practical Reasoning
  - (Scribner)
- Expansive Learning
  - (Engestrom)
- Situated learning
  - (Lave and Wenger)
- Communities of practice
  - (Wenger)
origins and influences

video-based research…

• studies behavior “in the wild” (Hutchins, 1995)
• documents the “interaction order” (Goffman, 1959)
• features embodiment and multimodality (Jones & LeBaron, 2002)
steps & procedures

steps include…

1. select a research site
2. collect data (observe, record, & interview)
3. analyze data (identity action; explicate packaging)
4. report findings
key methodological strengths

• rigor of analysis (empirical grounding of interpretive claims)
• richness of analysis (multimodality)
• flexibility of stance (emic & etic)
• beyond “process” (meaning and action are situated, emergent, constructed, contingent)
(sample data and analyses)