Using Digital Data for Multimodal Research

Introductory training day

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http://mode.ioe.ac.uk
Analysing video data: theoretical and methodological approaches

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Multi-modality

Video
What is multimodal research?

- People use different forms of expression / resources / tools / symbols / sign systems / modes;
- So to make sense of human behaviour / the social world / communication we need to study all of these forms in conjunction / put them into one frame.
How to achieve that?

• **Community**: different research communities look at different modes (study of speech, study of gesture, study of gaze..) – and meet at eg 6ICOM;

• **Team**: different researchers look at different modes in one project;

• **Individual**: one or more researchers look at all modes in one project.
How to use video?

• Video as *recording tool*: Focus is on people *featuring* in the video (Case Study 2 on today’s programme)

• Video as *artefact*: Focus is on people *making* the video (Case study 1 one today’s programme)
Social contexts of production of video data

- **Site**: classroom, workplace, home, museum, street; ‘online’/’offline’
- **Camera person**: researcher, ‘research subject’, or ‘nobody’ (eg cctv)
- **Elicitation/initiation**: researcher or ‘research subject’
- **Editing**: researcher or ‘research subject’
- **Analysis**: researcher or ‘research subject’
Multiplex modality

Video
Multimodal video research: differences and similarities

• Social and cultural origin
  – ‘social science’, ‘arts and humanities’, (natural science?)
  – Time and place

• Theoretical outlook
  – ‘Meaning’, ‘communication’, ‘interaction’
  – ‘mode’, ‘sign system’, ‘resources’ etc.
    • Selecting/privileging/highlighting modes (cf. linguistic marking)

• Empirical focus
  – Sites: Workplace, Classroom, Museum, Youtube, ...
  – Genres/activity types; eg ‘conversation’, ‘coordinated task activity’, ...

• Methods
  – Qualitative or quantitative/corpus-based?
  – ‘naturally occurring’ or elicited in lab
  – How much and what type of transcription? (session later today)
  – Use of software?
  – Text and context?

• Research topics
  – Literacy, learning, work, identity, pedagogy...
Contributing disciplines

- Anthropology (Haviland and Kendon on gesture in story telling; Duranti on jazz)
- Linguistics (Baldry on advertisements; Max Planck/ELAN; sign language)
- Psychology (McNeill on gesture in elicited story telling, Price on HCI)
- Sociology (Heath on gaze)
- Social semiotics (Jewitt on modes in classroom)
- Media studies (Burn on ‘kinekonic mode’; Bateman on film)
- What else?

- NB problem of pidgeon holes: work by Erickson, McDermott, Goodwin, Scollons, Norris etc
Applying frameworks

• Anthropology: learning (eg how to wear cap, how to withdraw scissors)
• Linguistics: pointing
• Psychology: interaction with screen technologies (HCI)
• Sociology: sequential organisation of action
• Social semiotics: availability and affordances of modes
• Media studies: camera work of researcher
• ...

Mapping the field: Some references

• Multimodal glossary (mode.ioe.ac.uk)
• Introduction to *Handbook of multimodality*
• Introduction to *Embodied Interaction*
• Discussion on multimodality and ethnography in special issue of *Qualitative Research*