

Contents

List of Figures	<i>xvi</i>
List of Tables	<i>xix</i>
Acknowledgments	<i>xxi</i>
About the Companion Website	<i>xxiii</i>
Chapter 1 Introduction	1
1.0 Introduction to the Book	3
What This Book is About	3
Systematically Working with Video Data: Phases I–V	4
Chapter 1: Systematically Working with Multimodal Data: Introduction	4
Chapter 2: Philosophical and Theoretical Background	5
Chapter 3: Systematically Working with Multimodal Data Phase I	6
Chapter 3.0: Phase I: Data Collection	7
Chapter 3.1: Systematically Working with Small Data Sets/Data Pieces: Phase I	7
Chapter 3.2: Systematically Working with Medium-Sized Data Sets: Phase I	8
Chapter 3.3: Systematically Working with Large Data Sets: Phase I	9
Chapter 4: Systematically Working with Video Data Phase II	9
Chapter 4.0: Phase II: Delineating the Data	10
Chapter 4.1: Systematically Working with Small Data Sets/Data Pieces: Phase II	10
Chapter 4.2: Systematically Working with Medium-Sized Data Sets: Phase II	11
Chapter 4.3: Systematically Working with Large Data Sets: Phase II	11
Chapter 5: Systematically Working with Video Data Phase III	12
Chapter 5.0: Phase III: Selecting Data Pieces for Micro analysis	12
Chapter 5.1: Systematically Working with Small Data Sets/Data Pieces: Phase III	13
Chapter 5.2: Systematically Working with Medium-Sized Data Sets: Phase III	13
Chapter 5.3: Systematically Working with Large Data Sets: Phase III	14
Chapter 6: Systematically Working with Video Data Phase IV	15
Phase IV: Transcribing Data Using Multimodal Transcription Conventions	15
Chapter 7: Systematically Working with Multimodal Data Phase V	16
Phase V: Using Analytical Tools	16
Chapter 8: Systematically Working with Multimodal Data	17
A Quick Guide for Instructors	17
How to Use This Book	17

1.1	Brief Introduction to Multimodal Discourse Analysis	19
	Multimodal Discourse Analysis: Some Other Research	19
	Multimodal Discourse Analysis: Research Underpinning This Book	20
	Mediated Discourse Theory	21
	Philosophy and Theory	22
	Timing and Rhythm	23
	Chapter 2 Background	25
2.0	Philosophical and Theoretical Background	27
	Philosophical Underpinnings	28
	Primacy of Perception	29
	Primacy of Embodiment	31
	Theoretical Underpinnings: One Principle, Two Sub-Principles	32
	The Principle of Social Action	32
	The Sub-Principle of Communication	33
	The Sub-Principle of History	34
	Principle and Sub-Principles: A Perfect Fit	35
	Multimodal Mediated Theory: Basic Theoretical Concepts	35
	Embodiment and Perception: Multimodal Mediated Theory	36
	Unit of Analysis: The Mediated Action	36
	Social Actors	37
	Mediational Means/Cultural Tools	37
	The Mediated Action	37
	Non-Human Social Actors	37
	Humans and Animals as Mediational Means	38
	Multiple Mediational Means/Cultural Tools in a Mediated Action	39
	Lower-Level Mediated Action	40
	Lower-Level Mediated Actions: Perception	41
	Lower-Level Mediated Actions: Embodiment	42
	Higher-Level Mediated Action	43
	Higher-Level Mediated Actions: Perception	44
	Higher-Level Mediated Actions: Embodiment	45
	Frozen Mediated Action	45
	Frozen Mediated Actions: Perception	46
	Frozen Mediated Actions: Embodiment	46
	Practices and Discourses	47
	Practice: Perception	48
	Practice: Embodiment	48
	Site of Engagement	48
	Site of Engagement: Perception	49
	Site of Engagement: Embodiment	49
2.1	Development of Scollon's Philosophical Thought	50
	Scollon Referenced Vygotsky and Nishida	51
	Scollon and Vygotsky: Some Musings	51

Scollon and Nishida: Some Musings	53
Scollon's Theory: Some Musings	57
Scollon's Practice: Some Musings	57
Philosophical and Theoretical Background: Summary	59
Philosophical and Theoretical Background – Things to Remember	60
Chapter 3 Systematically Working with Multimodal Data Phase I	61
3.0 Phase I: Data Collection	63
So, Where Do We Begin?	64
Phase I: Data Collection	64
Step 1: Identifying a Theme or Topic	64
Step 2: Developing Research Questions	65
Step 3: Considerations Before Setting Out on Data Collection: What Is Data?	66
Step 4: Considerations Before Setting Out on Data Collection: What Are Naturally Occurring Data?	68
Step 5: Considerations Before Setting Out on Data Collection: Ethics	69
Working with Participants: Consent	69
Working with Participants: Informing Them About Your Findings	71
Fair Use or Permissions: YouTube, TV, Movies	72
Step 6: Video Recording and Camera Placement	72
Limitations of Video Recording	73
How Much Data Is Enough?	73
Recording and Camera Placement	75
Corpora	76
A Common Reaction to Being Recorded	77
Using Readily Available Video as Data: YouTube, TV, and Movies	77
Step 7: Collecting Video Data, Taking Field Notes and Interviewing Participants	79
Step 8: Producing a Data Collection Table	79
Step 9: Identifying the Recording Equipment, the Researcher(s), Video Recorded (Inter)Action and Animals Recorded or Not Recorded	79
Step 10: Collating and Time Stamping	81
Collating and Synchronizing Videos	81
Time Stamping Your Video Files	82
Phase I: Summary	82
Phase I: Data Collection – Things to Remember	83
Research Projects	85
3.1 Systematically Working with Small Data Sets/Data Pieces: Phase I Data Collection	86
A Step by-Step Guide to Analyze a YouTube Video	86
Phase I: Data Collection	86
Step 1: Identifying a Theme or Topic	87
Step 2: Developing Research Questions	87

Step 3: Considerations Before Setting Out on Data Collection: What Is Data?	87
Step 4: Considerations Before Setting Out on Data Collection: What Are Naturally Occurring Data?	88
Step 5: Considerations Before Setting Out on Data Collection: Ethics	88
Step 6: Video Recording and Camera Placement	88
Step 7: Collecting Video Data, Taking Field Notes and Interviewing Participants	89
Step 8: Producing a Data Collection Table	90
Step 9: Identifying the Researcher in Relation to the YouTube Video	91
Phase I: Summary	91
3.2 Systematically Working with Medium-Sized Data Sets: Phase I Data Collection	93
A Step-by-Step Guide to Analyze Experimental Data	93
Phase I: Data Collection	93
Step 1: Identifying a Theme or Topic	94
Step 2: Developing Research Questions	95
Step 3: Considerations Before Setting Out on Data Collection: What Is Data?	95
Step 4: Considerations Before Setting Out on Data Collection: What Are Naturally Occurring Data?	96
Step 5: Considerations Before Setting Out on Data Collection: Ethics	96
Step 6: Video Recording and Camera Placement	97
Limitations of Video Recording	97
How Much Data Is Enough?	98
Camera Angle(s), Number of Cameras, and Camera Placement	99
The Place of the Researcher	101
Step 7: Collecting Video Data, Taking Field Notes and Interviewing Participants	101
Step 8: Producing a Data Collection Table	102
Step 9: Identifying the Recording Equipment, the Researcher(s), and the Video Recorded (Inter)Action	102
Step 10: Collating and Time Stamping	103
Phase I: Summary	104
3.3 Systematically Working with Large Data Sets: Phase I Data Collection	106
A Step-by-Step Guide to Analyze Video Ethnographic Data	106
Phase I: Data Collection	106
Step 1: Identifying a Theme or Topic	107
Step 2: Developing Research Questions	108
Step 3: Considerations Before Setting Out on Data Collection: What Is Data?	108
Step 4: Considerations Before Setting Out on Data Collection: What Are Naturally Occurring Data?	109
Step 5: Considerations Before Setting Out on Data Collection: Ethics	109
Step 6: Video Recording and Camera Placement	110

How Much Data Is Enough?	110
Camera Angle(s), Number of Cameras, and Camera Placement	111
The Place of the Researcher	111
Step 7: Collecting Video Data, Taking Field Notes, and Interviewing Participants	112
Step 8: Producing a Data Collection Table	113
Step 9: Identifying the Recording Equipment, the Researcher(s), and the Video Recorded (Inter)action	113
Step 10: Collating and Time Stamping	114
Phase I: Summary	115
Chapter 4 Systematically Working with Multimodal Data Phase II	117
4.0 Phase II: Delineating the Data	119
So, Where Do We Begin?	119
Phase II: Delineating the Data	120
Step 1: Identifying Your <i>Data Set</i>	121
Step 2: Understanding the Site of Engagement That Includes the Researcher and the <i>Data Set</i>	123
Step 3: Identifying a <i>Data Piece</i>	124
Step 4: Understanding the Site of Engagement That Includes the Researcher and the <i>Data Piece</i>	125
Step 5: Phrasing a Research Question That Encircles Your Data	126
Phase II: Summary	127
Phase II: Delineating Your Data – Things to Remember	127
4.1 Systematically Working with Small Data Sets/Data Pieces: Phase II Delineating the Data	129
A Step-by-Step Guide to Analyze a YouTube Video	129
Phase II: Delineating the Data	129
Step 1: Identifying Your <i>Data Set</i>	129
Step 2: Understanding the Site of Engagement That Includes the Researcher and the <i>Data Set</i>	131
Step 3: Identifying a <i>Data Piece</i>	132
Step 4: Identifying the Site of Engagement That Embraces the Researcher/Viewer in Relation to the <i>Data Piece</i>	133
Step 5: Phrasing a Research Question That Encircles Your Data	134
Phase II: Summary	135
4.2 Systematically Working with Medium-Sized Data Sets: Phase II Delineating the Data	137
A Step-by-Step Guide to Analyze Experimental Data	137
Phase II: Delineating the Data	137
Step 1: Identifying Your <i>Data Set</i>	138
Step 2: Understanding the Site of Engagement That Includes the Researcher and the <i>Data Set</i>	142

Step 3: Identifying a <i>Data Piece</i>	143
Step 4: Identifying the Site of Engagement That Embraces the Researcher in Relation to the <i>Data Piece</i>	144
Step 5: Phrasing a Research Question That Encircles Your Data	145
Phase II: Summary	146
4.3 Systematically Working with Large Data Sets: Phase II Delineating the Data	148
A Step-by-Step Guide to Analyzing Video Ethnographic Data	148
Phase II: Delineating the Data	148
Step 1: Identifying Your <i>Data Set</i>	149
Step 2: Understanding the Site of Engagement That Includes the Researcher and the <i>Data Set</i>	152
Step 3: Identifying a <i>Data Piece</i>	154
Step 4: Identifying the Site of Engagement That Embraces You, the Viewer/Researcher and the <i>Data Piece</i>	155
Step 5: Phrasing a Research Question That Encircles Your Data	155
Phase II: Summary	157
Chapter 5 Systematically Working with Multimodal Data: Phase III	159
5.0 Phase III: Selecting Data Pieces for Micro Analysis	161
So, Where Do We Begin?	162
Phase III: Selecting Data Pieces for Micro Analysis	162
Step 1: The MEDIATED ACTION: Rephrasing Your General Research Question	163
Step 2: Demarcating Higher-Level Mediated Actions	164
Step 3: Developing an Overview of Higher-Level Mediated Actions in Your Data Set	165
Step 4: Narrowing the Site of Engagement	167
Site of Engagement as Window for Analysis	167
Phase III: Summary	168
Phase III: Selecting Data Pieces for Micro Analysis – Things to Remember	168
5.1 Systematically Working with Small Data Sets/Data Pieces: Phase III	
Selecting Data Pieces for Micro Analysis	170
A Step-by-Step Guide to Analyze a YouTube Video	170
Phase III: Selecting Data Pieces for Micro Analysis	170
Step 1: The MEDIATED ACTION: Rephrasing Your Data Driven Research Question	171
Step 2: Demarcating Higher-Level Mediated Actions	172
Step 3: Developing an Overview of Higher-Level Mediated Actions in Your Data Set	174
Step 4: Selecting Data Pieces for Micro Analysis: Narrowing the Site of Engagement	176
Phase III: Summary	177

5.2	Systematically Working with Medium-Sized Data Sets: Phase III Selecting Data Pieces for Micro Analysis	178
	A Step-by-Step Guide to Analyze Experimental Data	178
	Phase III: Selecting Data Pieces for Micro Analysis	178
	Step 1: The MEDIATED ACTION: Rephrasing Your Data Driven Research Question	179
	Step 2: Demarcating Higher-Level Mediated Actions	180
	Step 3: Developing an Overview of Higher-Level Mediated Actions in Your Data Set	183
	Step 4: Selecting Data Pieces for Micro Analysis: Narrowing the Site of Engagement	185
	Phase III: Summary	186
5.3	Systematically Working with Large Data Sets: Phase III Selecting Data Pieces for Micro Analysis	187
	A Step-by-Step Guide to Analyze Video Ethnographic Data	187
	Phase III: Selecting Data Pieces for Micro Analysis	187
	Step 1: The MEDIATED ACTION: Rephrasing Your Data Driven Research Question	188
	Step 2: Demarcating Higher-Level Mediated Actions	189
	Step 3: Developing an Overview of Higher-Level Mediated Actions in Your Data Set	192
	Step 4: Selecting Data Pieces for Micro Analysis – Narrowing the Site of Engagement	194
	Phase III: Summary	195
	Chapter 6 Systematically Working with Multimodal Data Phase IV	197
6	Phase IV: Transcribing Data Using Multimodal Transcription Conventions	199
	So, Where Do We Begin?	200
	Phase IV: Transcribing Data Using Multimodal Transcription Conventions	201
	Step 1: Identifying a Mode	201
	Step 2: Transcribing Layout	205
	Step 3: Transcribing Proxemics	209
	Step 4: Transcribing Posture	211
	Step 5: Transcribing Gesture	214
	Step 6: Gaze	217
	Step 7: Transcribing Head Movement	219
	Step 8: Transcribing Facial Expression	222
	Step 9: Transcribing Object Handling	224
	Step 10: Transcribing Language	225
	Step 11: Producing a Final Transcript	229
	Phase IV: Summary	230
	Phase IV: Transcribing Data Using Multimodal Transcription Conventions – Things to Remember	230

Step 3: Identifying a <i>Data Piece</i>	143
Step 4: Identifying the Site of Engagement That Embraces the Researcher in Relation to the <i>Data Piece</i>	144
Step 5: Phrasing a Research Question That Encircles Your Data	145
Phase II: Summary	146
4.3 Systematically Working with Large Data Sets: Phase II Delineating the Data	148
A Step-by-Step Guide to Analyzing Video Ethnographic Data	148
Phase II: Delineating the Data	148
Step 1: Identifying Your <i>Data Set</i>	149
Step 2: Understanding the Site of Engagement That Includes the Researcher and the <i>Data Set</i>	152
Step 3: Identifying a <i>Data Piece</i>	154
Step 4: Identifying the Site of Engagement That Embraces You, the Viewer/Researcher and the <i>Data Piece</i>	155
Step 5: Phrasing a Research Question That Encircles Your Data	155
Phase II: Summary	157
Chapter 5 Systematically Working with Multimodal Data: Phase III	159
5.0 Phase III: Selecting Data Pieces for Micro Analysis	161
So, Where Do We Begin?	162
Phase III: Selecting Data Pieces for Micro Analysis	162
Step 1: The MEDIATED ACTION: Rephrasing Your General Research Question	163
Step 2: Demarcating Higher-Level Mediated Actions	164
Step 3: Developing an Overview of Higher-Level Mediated Actions in Your Data Set	165
Step 4: Narrowing the Site of Engagement	167
Site of Engagement as Window for Analysis	167
Phase III: Summary	168
Phase III: Selecting Data Pieces for Micro Analysis – Things to Remember	168
5.1 Systematically Working with Small Data Sets/Data Pieces: Phase III	
Selecting Data Pieces for Micro Analysis	170
A Step-by-Step Guide to Analyze a YouTube Video	170
Phase III: Selecting Data Pieces for Micro Analysis	170
Step 1: The MEDIATED ACTION: Rephrasing Your Data Driven Research Question	171
Step 2: Demarcating Higher-Level Mediated Actions	172
Step 3: Developing an Overview of Higher-Level Mediated Actions in Your Data Set	174
Step 4: Selecting Data Pieces for Micro Analysis: Narrowing the Site of Engagement	176
Phase III: Summary	177

5.2	Systematically Working with Medium-Sized Data Sets: Phase III Selecting Data Pieces for Micro Analysis	178
	A Step-by-Step Guide to Analyze Experimental Data	178
	Phase III: Selecting Data Pieces for Micro Analysis	178
	Step 1: The MEDIATED ACTION: Rephrasing Your Data Driven Research Question	179
	Step 2: Demarcating Higher-Level Mediated Actions	180
	Step 3: Developing an Overview of Higher-Level Mediated Actions in Your Data Set	183
	Step 4: Selecting Data Pieces for Micro Analysis: Narrowing the Site of Engagement	185
	Phase III: Summary	186
5.3	Systematically Working with Large Data Sets: Phase III Selecting Data Pieces for Micro Analysis	187
	A Step-by-Step Guide to Analyze Video Ethnographic Data	187
	Phase III: Selecting Data Pieces for Micro Analysis	187
	Step 1: The MEDIATED ACTION: Rephrasing Your Data Driven Research Question	188
	Step 2: Demarcating Higher-Level Mediated Actions	189
	Step 3: Developing an Overview of Higher-Level Mediated Actions in Your Data Set	192
	Step 4: Selecting Data Pieces for Micro Analysis – Narrowing the Site of Engagement	194
	Phase III: Summary	195
	Chapter 6 Systematically Working with Multimodal Data Phase IV	197
6	Phase IV: Transcribing Data Using Multimodal Transcription Conventions	199
	So, Where Do We Begin?	200
	Phase IV: Transcribing Data Using Multimodal Transcription Conventions	201
	Step 1: Identifying a Mode	201
	Step 2: Transcribing Layout	205
	Step 3: Transcribing Proxemics	209
	Step 4: Transcribing Posture	211
	Step 5: Transcribing Gesture	214
	Step 6: Gaze	217
	Step 7: Transcribing Head Movement	219
	Step 8: Transcribing Facial Expression	222
	Step 9: Transcribing Object Handling	224
	Step 10: Transcribing Language	225
	Step 11: Producing a Final Transcript	229
	Phase IV: Summary	230
	Phase IV: Transcribing Data Using Multimodal Transcription Conventions – Things to Remember	230

Chapter 7	Systematically Working with Multimodal Data Phase V	233
7	Phase V: Using Analytical Tools	235
	Step 1: Selecting Analytical Tools for Micro Analysis	236
	Analytical Tool for Micro Analysis 1: The Lower-Level Mediated Action	236
	Analytical Tool for Micro Analysis 2: The Higher-Level Mediated Action	238
	Analytical Tool for Micro Analysis 3: The Frozen Mediated Action	241
	Analytical Tool for Micro Analysis 4: Modal Density	242
	Analytical Tool for Micro Analysis 5: Modal Configuration	245
	Analytical Tool for Micro Analysis 6: Modal Density Foreground-Background Continuum of Attention/Awareness	247
	Analytical Tool for Micro Analysis 7: Semantic/Pragmatic Means	250
	Step 2: Conducting a Micro Analysis by Utilizing Analytical Tools	253
	Utilizing Analytical Tool for Micro Analysis 1: The Lower-Level Mediated Action	253
	Utilizing Analytical Tool for Micro Analysis 2: The Higher-Level Mediated Action	254
	Utilizing Analytical Tool for Micro Analysis 3: The Frozen Mediated Action	254
	Utilizing Analytical Tool for Micro Analysis 4: Modal Density	255
	Utilizing Analytical Tool for Micro Analysis 5: Modal Configuration	255
	Utilizing Analytical Tool for Micro Analysis 6: Modal Density Foreground-Background Continuum of Attention/Awareness	256
	Utilizing Analytical Tool for Micro Analysis 7: Semantic/Pragmatic Means	256
	Step 3: Selecting Analytical Tools to Put Micro Analyses into a Larger Perspective	257
	Analytical Tool for Intermediate/Macro Analyses 1: Scales of Action	257
	Analytical Tool Set for Intermediate/Macro Analyses 2: Site of Engagement, Practices, and Discourses	258
	Analytical Tool for Intermediate/Macro Analyses 3: Natural Experienced Time Cycles and Rhythms	260
	Step 4: Putting Micro Analyses into a Larger Perspective by Utilizing Analytical Tools or Tool Sets for Intermediate/Macro Analyses	263
	Utilizing Analytical Tool for Intermediate/Macro Analyses 1: Scales of Action	263
	Utilizing Analytical Tool Set for Intermediate/Macro Analyses 2: Site of Engagement, Practices, and Discourses	263
	Utilizing Analytical Tool or Intermediate/Macro Analyses 3: Natural Experienced Time Cycles and Rhythms	264
	Phase V: Summary	264
	Phase V: Using Analytical Tools – Things to Remember	265

Chapter 8	Systematically Working with Multimodal Data: Guides for Instructors	267
8	A Quick Guide for Instructors	269
	A Quick Guide for <i>Undergraduate-Class</i> Instructors	270
	A Quick Guide for <i>Graduate-Course</i> Instructors	272
	A Quick Guide for <i>PhD Seminar Instructors and Research Team Leaders</i>	274
	References	277
	Index	296