

Video Analysis to Study Social Interaction

Audio- and video-recordings provide new and exciting opportunities for doing social science research. They not only offer researchers a new way of collecting data, but also new options for analysing and presenting materials. Audio- and video-recordings allow researchers to capture social activities in real time, as they happen. Furthermore, such recordings can be done in a way that is relatively free of preconceived theoretical concepts or analytic criteria. Finally, in contrast to many other forms of social science data, audio- and video-recordings offer exciting possibilities for sharing the data with other researchers (in so-called ‘data sessions’) to either validate existing analyses or develop new ones (Heath et al., 2010).

This seminar will not discuss the practical aspects of doing video research, such as setting up cameras and microphones, working with video-editing software, transcribing verbal talk and embodied conduct, or subtitling videos for presentation. Instead, the aim is two-fold. First, to present the methodological origins of video analysis in ethnomethodology (EM) and conversation analysis (CA), in particular, how recordings were used in EMCA as a way to study how participants *themselves* analyse each other’s conduct (rather than as a way for researchers to analyse recordings from an external perspective). Secondly, we will discuss examples from three recent research projects: video calls in migrant families and how grandparents make sure that children greet their remote parents; mobile payments in service encounters and how merchants determine how customers intend to pay; how hotel guests change their behaviour when they are not recognised by a facial recognition kiosk in a self-service hotel.

Reference:

Heath, C., Hindmarsh, J., & Luff, P. (2010). *Video in Qualitative Research: Analysing Social Interaction in Everyday Life*. London: Sage