

Spring/May 2009

Volume 3 ~ Issue 2

Submissions for the next issue
(Summer / August)
should be sent

By: August 21, 2009

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*This is the first in an occasional series of articles on the use of
Ethnomethodology / Conversation Analysis to study technology*

EMCA in Sociology of Science, Technology, and Engineering

By Don Winecki, Ed.D., Ph.D.

*Professor, Boise State University, College of Engineering
Department of Instructional & Performance Technology*

Obviously enough, the work of a professional sociologist can happen anywhere and it is perhaps most common for such work to happen 'out there,' in society writ large. However, for the practitioner of EMCA and its derivatives the focus is – more often than not – in the small, mundane and oftentimes (for others)

inconsequential bits of interaction that make up one's (or their) day to day world. One can (and many have) make the case that society writ large is an assemblage (ad hoc, planned, semi-planned and so on) made up in and of these small bits. And that's why we do what we do – to understand social action, and in turn society, from – as they say – the ground up.

As one can readily see, the members of ASA's EMCA section focus a wide range of topics; education, counseling, law, economics, medicine, police work – the list is endless. Regardless of the focus, however, our object is consistent – in the words of both Harold Garfinkel and Harvey Sacks (among others) we focus on the technology of

“Regardless of the focus, however, our object is consistent – in the words of both Harold Garfinkel and Harvey Sacks (among others) we focus on the technology of social interaction.”

social interaction. For myself – a sociologist in a college of engineering – it is not just this technology at its various levels and in its many forms to which I try to attend, there is technology in the popularized sense (that is, computers, machines, tools, and the like – what we may label as (continued on p.5, see Winecki)

EMCA Section Special Announcements:

- * **Section Activities Monday, Aug 10** (for complete conference schedule, please refer to the calendar on the ASA website)
- * **Council Elections close June 1, 5:00p EST** (see pages 6-9 for candidate bios)



What's Coming Up



Praxiological Approaches to Law

July 1 – 3, 2009
Paris, France

This workshop aims at delineating the praxiological approach to law. This can be provisionally done around four major themes: the opposition between law in action and law on the books; the “missing what” of law-and-society and statistical legal studies; the problems created by “hyper-explanations”; the re-orientation of research on the legal work.

Provisional list of participants

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VII ISA World Congress of Sociology
 “Sociology on the Move”
 La Sociologie en Mouvement
 La Sociologia en Marcha

11-17 July, 2010
 Gothenburg, Sweden

<http://www.isa-sociology.org/congress2010/>

Language & Social Interaction Division of the International
 Communication Association (ICA) meeting

Chicago, Illinois, USA

May 21-25, 2009

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Conference on Laughter and Humor in Interaction

Huddersfield University, UK

June 24-25, 2009

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9th Biennial IAFL Conference on Forensic
 Linguistics/Language and Law

VU University Amsterdam, The Netherlands

July 6-9, 2009

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11th International Pragmatics Conference

Melbourne, Australia

July 12-17, 2009

* Panel: Talk-in-interaction in (Australian) Indigenous
 Communities

* Panel: Occasioned semantics: Systematic approaches to
 formulation in conversation

* Panel: The interactional practices of children and young
 people using helplines.

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2nd International Meeting on Conversation Analysis and
 Clinical Encounters

Plymouth, Devon UK

July 21-23, 2009

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EM & CA Sessions at the 104th American Sociological
 Association Annual meeting

San Francisco, CA USA

August 8-11, 2009

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RGS-IBG Annual Conference, “Language and Space:
 Intersections and exchanges between socio-cultural
 linguistics and human geography”

Manchester, UK

August 26-28, 2009



What's Coming Up

Continued from p. 2



International Conference on Communication in Healthcare (ICCH)

October 4-7, 2009
Miami Beach Resort & Spa
Miami Beach, Florida, USA

The International Conference on Communication in Healthcare series is the largest gathering of researchers, educators and administrators from around the globe to focus on improving communication in healthcare. The multi-disciplinary nature of conference delegates encourages the integration of perspectives, theory, practice and innovation.

Emphases of this year's conference are Ethical issues in Healthcare Communication, Patient safety as a Communication Issue and Inter-cultural Issues in Communication. The International Conference will feature Jozien Bensing, PhD (5 October) and Michael Leonard, MD (6 October) and William Branch, MD (7 October) as the keynote speakers.

Registration is now available for the International Conference on Communication in Healthcare. Make sure to register before 10 August 2009 to get the early bird discount!

ICCH 2009 Brochure
<http://www.aachonline.org/downloads/ICCHEbrochure2009.pdf>

ICCH 2009 Registration Form
<http://www.aachonline.org/downloads/RegistrationForm.pdf>

The International Conference on Conversation Analysis (www.ICCA10.org)

The ICCA will be held at Mannheim University, Germany (July 4-8, 2010). The conference theme is "Multimodal Interaction".

Notification of panel acceptance is scheduled for June 2009, accepted panels will be announced on the conference webpage.

Submission of abstracts for individual papers, posters and workshops/data sessions will start on **August 17, 2009**, together with the conference registration.

Further information and advice can be obtained from the conference webpage at www.icca10.org

Atelier "Identité sociale"/workshop "Social Identity", Société suisse de sociologie/Swiss Sociological Association
Genève/Geneva, Switzerland

7-9 Septembre 2009/September 7-9, 2009

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2nd Bi-Annual CLASP (*Culture, Language, and Social Practice*) Conference
University of Colorado at Boulder
October 2-4, 2009

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Language and Social Interaction Division, Annual Meeting of the National Communication Association
Chicago, Illinois
November 12-15, 2009

~ ~ ~ ~ ~ ~ ~ ~
International Conference on Conversation Analysis (ICCA-10)
Manheim University, Germany
July 4-8, 2010

EMCA Scrambled Names Game:

Each scrambled name is the author of an EMCA article or book chapter. Unscramble the authors' names and use the clue to figure out which publication is being referred to. The first person to send in the correct answers with the complete citation of the publication/s is the winner!

1. Name: **ASKAKWATKUOOOY**
* Hint: *Cold room*
2. Name: **FALEEUSEMFLGNOCH**
* Hint: *Shoot*
3. Name: **YONRAWTENSOD**
* Hint: *Murder, he spoke*

Send answers to agarcia@bentley.edu, with the words "Scrambled Name Game" in the subject line of the email.

S o p t l i g h t o n P u b l i c a t i o n s

Cecilia E. Ford (2008) *Women Speaking Up: Getting and Using Turns in Workplace Meetings*
New York: Palgrave Macmillan Series: Palgrave Studies in Professional and Organizational Discourse



While women are succeeding in historically male professions, stereotypes of their lack of competence persist as obstacles to their advancement, with popular media urging women to improve their language skills if they hope to advance in traditionally male professions.

In *Women Speaking Up: Getting and Using Turns in Workplace Meetings*, Cecilia E. Ford rejects popular notions of gender difference and even deficiency in women's language use. She uses careful analysis of interaction to counter negative myths, focusing on women's turns as exemplars skills required by men and women alike to contribute to workplace meetings. Based on videotaped meetings in a variety of settings the author offers new insights into vocal and non-vocal practices for getting and using turns in these common workplace events. The book introduces conversation analytic methods and presents new findings on turn taking, the use of questions to present challenges and open participation, and the interactional skills required to effectively raise issues that go counter to ideas of higher ranking co-workers. For any one who wants to understand meeting interaction, *Women Speaking Up* offers a wealth of well-grounded new perspectives, while celebrating women's demonstrated competence.

Emma M. Betz (2008). *Grammar and Interaction: Pivots in German conversation*. Amsterdam: John Benjamins. [Studies in Discourse and Grammar, 21] xiii, 208 pp.



This monograph provides a micro-analytic description of the structure and communicative use of syntactic pivot constructions in German. Using the methodology of Conversation Analysis, this work shows that pivots emerge in interaction in response to local communicative needs.

Exclusively found in spoken German, pivots allow a speaker to extend an utterance beyond a possible completion point in a syntactically and prosodically unobtrusive way. Speakers utilize this basic property to promote context-specific actions: managing boundaries of speakership, bridging sequential and topical junctures, and dealing with different types of interactional trouble.

Through a close examination of syntactic pivots as an interactional resource, this work shows that spoken linguistic structures can only be fully understood if we acknowledge the temporality of language and view grammar as usage-based and negotiable. This book thus contributes to a growing body of research at the intersection of grammar and interaction.

George Psathas, *Reflections on the History of Ethnomethodology: The Boston and Manchester "Schools"*, American Sociologist, (2008) 39: 38-67.

This paper traces the history of the development of programs in ethnomethodology at Boston University and Manchester University by offering comparisons with the ideal type model of "school," the Chicago School of Sociology. It focuses primarily on institutional structures and arrangements rather than shared theoretical or methodological perspectives. It shows that a small core faculty, aided by extended collegial and research relationships in the local area and with visiting and part-time faculty, can develop and sustain a program over several decades. The history of these programs is elaborated and the titles of dissertations and the names of graduates in both programs are listed. It appears that institutional support is basic to the development, maintenance and expansion of any "school" particularly the ability to retain or hire replacement faculty together with other factors (such as supportive administrations, local collegial networks, research conferences and research groups, and access to publication) which are discussed.

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(Winiiecki cont'd pl) Technology) as it is used in action, and this Technology and social technology as some of the products of social action.

There are many places where one can research the imbrication of hard technologies and social technologies and their products, though in my location there are opportunities for such research that rival an ontological standpoint. That is, in some cases I can be there when hard technologies are formed and – in some cases – where the developers of those technologies make or are conscripted into mediating the introduction or incorporation of their creations into other parts of the social sphere.

A good example of this is my current project in which I am studying open source software projects. In this research I am functioning as a member of one such project (a role which has demanded more than a bit of disciplinary-specific learning and which stretches my capacity as a programmer, but one for which I also have quite a bit of support from local computer science faculty and students). The software this project is developing is an implementation of a programming language that is already in use by developers of other software systems that in turn are used in (primarily) academic research.

With this, the network of associations from (a) within the project itself, to (b) the users of this programming language, to (c) the research conducted by the users of this programming language and beyond, is long both physically (it has members on all seven continents) and disciplinarily (including dedicated computer programmers, mathematicians, experimental physicists, macroeconomists and more) loosely connected through their interest, ability and need.

“There are many places where one can research the imbrication of hard technologies and social technologies and their products, though in my location there are opportunities for such research that rival an ontological standpoint.”

While members tend to limit their action to only that which satisfies their personal needs (which is one of the superficial aspects of the open source phenomenon), some have interests that stretch from one end of this very circuitous (in more ways than one!) network and it is with and through those individuals that I can study its entire length. Functioning as a programmer myself provides me with authentic reason and need to interact with other programmers at a functional level, and also opens the door to the sort of conversations which serve to collect data for my social research. My status in these projects also affords authentically-grounded participant-inductions which influence my fieldwork and data analyses in ways that would not otherwise be possible.

Methodologically, this follows the long tradition of close contact with our informants, by researchers in our tradition. Similarly, it makes available to us the deep archive of experience and advice arising from similarly ethnographic research in anthropology, sociology and related fields.

Within all of the positives this form of research has for our practice, it also puts us at the ‘pointed end’ (so to say) of research ethics, status differentials between researcher and researched, responsibility for our findings and what we do with them, and our own commitment to radically empirical social research.

For example, I have found in my current project and in other projects in which I have aimed to study the social technologies involved in the development and implementation of Technologies, that individuals are very wary of outsiders. This orientation to outsiders follows from worries that (*cont'd on p. 10, **WORRIES***)



EMCA Section Council Elections CANDIDATES

SECTION 43:

Ethnomethodology and Conversation Analysis American Sociological Association

Ballots will be emailed to everyone who joined/renewed by March 31st. Paper ballots will be available to people who indicated they wanted a paper ballot. If you joined/renewed after March 31st you will not be able to participate in the election in this year's election. **ASA voting closes on June 1 at 5:00 p.m. (eastern).**

**Please remember to cast your vote for EMCA Section council members
online voting is going on now — please see the ASA website.**

Name: Christopher Henke

Present Position:

Assistant Professor of Sociology, Colgate University (2001-present).

Prior Position:

Visiting Assistant Professor of Science and Technology Studies, Cornell University (2000-2001)

Education:

PhD, Sociology/Science Studies, University of California, San Diego (2000)

MA, Sociology/Science Studies, University of California, San Diego (1995)

BA, Sociology, University of Wisconsin, Milwaukee (1992)

Publications and Professional Accomplishments:

Cultivating Science, Harvesting Power: Science and Industrial Agriculture in California, MIT Press (2008)

National Science Foundation, Scholars Award, "Contested Fields: Place-Bound Conflicts over Transgenic Crops (2008-2009).

"Maintenance and Transformation in the U. S. Nuclear Weapons Complex." IEEE Technology and Society 27: 32-38 (with Benjamin Sims; 2008).

"Situation Normal? Repairing a Risky Environment." Social Studies of Science 37: 135-142 (2007).

"Sites of Scientific Practice: The Enduring Importance of Place", in New Handbook of Science and Technology Studies. MIT Press (with Thomas F. Gieryn; 2007).

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Name: Nozomi Ikeya

Present Professional Position:

Research Scientist, Palo Alto Research Center (PARC), 2005-present

Previous Professional Positions:

Associate Professor, Department of Sociology, Toyo University, Tokyo. April 2000 to March 2005.
Lecturer, Department of Sociology, Toyo University, Tokyo. April 1997 to March 2000

Education:

PhD, University of Manchester, U.K. 1997
MA, Keio University, Tokyo, Japan, 1990
BA, Gakushuin University, 1988

Publications and Professional Accomplishments:

Ikeya, Nozomi and Mitsuhiro Okada. Doctors' Practical Management of Knowledge in the Daily Case Conference. *Orders of Ordinary Action: Respecifying Sociological Knowledge*. edited by Stephen Hester and David Francis. Ashgate, 2007, P.69-89.

Ikeya, Nozomi, Erik Vinkhuyzen, Jack Whalen and Yutaka Yamauchi. Teaching Organizational Ethnography, Proceedings of EPIC 2007: The Third Annual Ethnographic Praxis in Industry Conference (EPIC), 3-6 October, 2007, Keystone, CO., U.S.A., p. 270-282.

Ikeya, Nozomi.. The implication of ethnomethodological analysis of practical actions, *Ethnomethodology: Learning from Practitioners' Practices*, edited by Hiroki Maeda, Yoshifumi Mizukawa and Mitsuhiro Okada. Shinyosha, 2007, p.248-257. (Japanese)

Ikeya, Nozomi. Chapter 4 Fieldwork and Ethnomethodology, In: *Practical Introduction to Ethnomethodology*, edited by Keiichi Yamazaki. Yuhikaku, 2004. (Japanese)

Ikeya, Nozomi, M.Okada & Y.Fujimori. Chapter 13 Fieldwork in the Medical Organisation, *Practical Introduction to Ethnomethodology*, edited by Keiichi Yamazaki. Yuhikaku, 2004. (Japanese)



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Name: Geoffrey Raymond

Present Professional Position:

Associate Professor of Sociology, University of California-Santa Barbara 2003 - present

Previous Professional Positions:

Research Scientist, Palo Alto Research Center (PARC), 1999 - 2003

Lecturer (tenure track) University of York, 1999 - 2002

Education:

PhD, Sociology, University of California-Los Angeles 2000

MA, Sociology, University of California-Los Angeles, 1993

BA, Sociology, University of Colorado-Boulder, 1991

Publications and Professional Accomplishments:

Talk and Interaction in Social Research Methods. Paul Drew, Geoffrey Raymond, Darin Weinberg (eds.). London: Sage. 2006.

With Don Zimmerman. "Rights and responsibilities in calls for help: The case of the Painted Cave fire." *Research on Language and Social Interaction*, 40(1): 31-61. 2007

With John Heritage. The Terms of Agreement: Indexing Epistemic Authority and Subordination in Talk-in-Interaction. *Social Psychology Quarterly*, 68 (1) 15-38. 2005

Prompting Action: The Stand-alone 'So' in Sequences of Talk-In-Interaction. *Research on Language and Social Interaction* 37(2): 185-218. 2004

Grammar and Social Organization: Yes/No type Interrogatives and the Structure of Responding. *American Sociological Review*, 68 (DEC):939-967. 2003

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Name: Tanya Stivers

Present Professional Position:

Staff Scientist, Max Planck Institute for Psycholinguistics

Previous Professional Positions:

Post-doctoral fellow, Dept. of Pediatrics, UCLA

Education:

Ph.D. UCLA 2000

MA UCLA 1996

BA California State Polytechnic University, Pomona 1993

Publications:

Stivers, T. Stance, alignment and affiliation during story telling: When nodding is a token of preliminary affiliation *Research on Language in Social Interaction*, 41, 29-55. 2008

Enfield, N.J. & Stivers, T. (Eds.) *Person Reference in Interaction: Linguistic, Cultural, and Social Perspectives*. Cambridge University Press. 2007

Stivers, T. *Prescribing Under Pressure: Physician-Parent Conversations and Antibiotics*. Oxford University Press. 2007

Stivers, T. & Majid, A. Questioning children: Interactional evidence of implicit racial bias in medical interviews. *Social Psychology Quarterly*, 70, 424-441. 2007

Stivers, T. Non-antibiotic treatment recommendations: Delivery formats and implications for parent resistance. *Social Science & Medicine*, 60(5). 949-964. 2005

(**WORRIES**, *cont'd from page 5*)

others will make the developers responsible for all primary, secondary and tertiary effects and affects of their work – a worry that is perhaps inflamed by popularized accounts of tort lawsuits, patent battles and so on, but which is also made relevant by what is known as 'the dirty windows thesis'. The dirty windows thesis is what happens when professional (and not so professional) journalists try to report the work of science but in an effort to communicate to non-specialists, oversimplify it and invoke analogies and metaphors which undercut the very foundation of their work. In other words, with a worry that researchers and reporters will get it wrong and in turn damage their own stakes and the credibility of their work, many people and projects we would want to involve in our projects may instead push us away.

The most popular current example of is the description of the product of evolution as a 'design' an allusion which implies forethought and which very problematically invokes the idea of 'intelligent design'!

Of course, all of this argues for an ethnographic approach in which the researcher demonstrates and maintains a commitment to the group and their work through authentic participation. Due to my practice in this regard, I have found that fellow faculty in my college are less wary of my work and give it more credibility (all the while remaining willing to critique it!). I have also been invited into some of their laboratories for my research. (Something which I aim to use in aiding my own students to become competent practitioners of this form of research.)

Incorporating EMCA into the study of science, technology and engineering is both a pursuit aimed at some of the most dramatically advanced thinking and development in the world today and a use of tools and methods that can be found to stretch back to the beginning of social science itself. As Garfinkel and Sacks envisioned them, both EM and CA seem to be the closest to a 'natural science' pursuit of social phenomenon and it is fitting that we use them as principal orientations when we study the social technologies involved in science itself.

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http://www.asanet.org/cs/root/leftnav/join_or_renew/join

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Emeritus	\$42
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2000 Section Membership Form

Name (*please print*)

Address

E-mail

_____ I am an ASA member and want to join the Ethnomethodology and Conversation Analysis Section. Enclosed is a check for \$10.00 for 2008 section dues (\$5.00 for students). Make checks payable to **American Sociological Association** (Please put "EMCA Section Dues" on the memo line of your check).

Mail to:

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American Sociological Association
1430 K Street, NW - Suite 600
Washington DC 20005