

METHODS FOR STUDYING TEXTS (WRITTEN, IMAGES, SOUND)

What are you planning on doing?	Here's an academic term for that.
Are you thinking about how images (or non-musical sounds) function in a text ?	Semiotic analysis
Are you thinking about how images (or non-musical sounds) function in a place ?	Geo-semiotic analysis
Are you counting images, movement, sound, word or phrases?	Content analysis
Are you thinking about how words (written or spoken) function in a text?	Discourse analysis
Are you tracing the history of specific words in a text?	Etymological analysis
Are you looking at the ways in which a specific set of texts tells stories or myths ?	Narrative analysis
Are you analysing film ?	Film analysis
Are you analysing music , using formal language such as pitch, melody, and harmony?	Musicological analysis
Are you analysing dance ?	Dance analysis
Are you analysing a live performance that is <i>not</i> dance, such as sports event or an exhibit?	Performance analysis
Are you concentrating on movement within a performance?	Movement analysis
Are you analysing the spoken or unspoken values a text seems to be supporting?	Ideology critique
Are you analysing how gender is represented?	Gender/feminist critique
Analysing how race is represented?	Critical race analysis
Analysing how sexuality is represented?	Queer theory analysis
Analysing how economic conditions are represented?	Class analysis
Analysing how " normal " and " abnormal " bodies are represented?	Disability analysis
Analysing how certain social groups (usually subcultural) are represented?	Sociological analysis
Analysing the the unconscious in the form of fantasy, desire, or imagination?	Psychoanalytic critique
Analysing how history is represented in a text?	Historiographic analysis
Analysing body-oriented experiences while encountering or creating a text?	Phenomenological analysis
Analysing body-oriented experiences while encountering a place?	Rhythmanalysis

METHODS: CONTEXTS

What are you planning on doing?	Here's an academic term for that.
Analysing the budgets, marketing, revenues, or converged markets of a text?	Market research analysis
Exploring how individuals within institutions or businesses work together to produce something ?	Organizational analysis
Analysing legal issues surrounding the production, consumption, circulation or re-use something?	Legal analysis
Are you mapping out the relationships between linked images, words, scenes, players, or users? (usually in a digital text like a web site or a video game)	Network analysis
Considering the nature of censorship, privacy or public influence of a text?	Political economy analysis
Considering the nature of play in a particular environment?	Ludology analysis
Comparing multiple texts in the same genre (e.g. soap operas, musicals, slasher films)?	Genre analysis
Comparing multiple texts by the same writer or director ?	Auteur analysis
Comparing multiple texts that all feature the same performer ?	Star or celebrity analysis
Comparing texts from different cultures ?	Trans-cultural comparison
Comparing texts from different time periods ?	Trans-historical comparison

METHODS: PEOPLE

What are you planning on doing?	Here's an academic term for that.
Studying audience reactions to a text?	Audience analysis
Speaking with audience or community members one-on-one about their reactions to a text or an environment?	Polling (simple answers), Interviews (complex answers)

Speaking with audience members in small groups about their reactions to a text or an environment?	Focus group administration
Asking audience members to respond in writing about their reactions to a text or an environment?	Questionnaire administration
Observing people as they interact with one another in a particular environment?	Participant observation
Observing people as they interact with one another in an environment, over a significant period of time ?	Anthropological observation
Observing people over a significant period of time as they interact in an environment, and considering how your presence might be affecting their behaviour ?	Ethnographic observation
Observing people over a significant period of time in an environment where you consider yourself an active participant or member of the group ?	Auto-ethnographic observation
Recording your personal reactions and recollections regarding a text or an environment?	Personal memoir
Observing how users interact with a text, such as a game or web site, while in their natural environment (their bedroom, the classroom, etc.)?	User experience analysis
Creating specific test environments or experiments to observe how users interact with a specific (usually digital) text, such as a game or a web site?	User testing (can be administered one-on-one or in groups)

