

## 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 <b>images</b> (or non-musical sounds) function in a <b>text</b> ?	Semiotic analysis
Are you thinking about how <b>images</b> (or non-musical sounds) function in a <b>place</b> ?	Geo-semiotic analysis
Are you <b>counting</b> images, movement, sound, word or phrases?	Content analysis
Are you thinking about how <b>words</b> (written or spoken) function in a text?	Discourse analysis
Are you tracing the <b>history</b> of specific words in a text?	Etymological analysis
Are you looking at the ways in which a specific set of texts tells <b>stories or myths</b> ?	Narrative analysis
Are you analysing <b>film</b> ?	Film analysis
Are you analysing <b>music</b> , using formal language such as pitch, melody, and harmony?	Musicological analysis
Are you analysing <b>dance</b> ?	Dance analysis
Are you analysing a <b>live performance</b> that is <i>not</i> dance, such as sports event or an exhibit?	Performance analysis
Are you concentrating on <b>movement</b> within a performance?	Movement analysis
Are you analysing the <b>spoken or unspoken values</b> a text seems to be supporting?	Ideology critique
Are you analysing how <b>gender</b> is represented?	Gender/feminist critique
Analysing how <b>race</b> is represented?	Critical race analysis
Analysing how <b>sexuality</b> is represented?	Queer theory analysis
Analysing how <b>economic conditions</b> are represented?	Class analysis
Analysing how " <b>normal</b> " and " <b>abnormal</b> " <b>bodies</b> are represented?	Disability analysis
Analysing how <b>certain social groups</b> (usually subcultural) are represented?	Sociological analysis
Analysing the the <b>unconscious</b> in the form of fantasy, desire, or imagination?	Psychoanalytic critique
Analysing how <b>history</b> 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 <b>budgets, marketing, revenues, or converged markets</b> of a text?	Market research analysis
Exploring how individuals within institutions or businesses work together to <b>produce something</b> ?	Organizational analysis
Analysing legal issues surrounding the production, consumption, circulation or re-use something?	Legal analysis
Are you <b>mapping out</b> 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 <b>play</b> in a particular environment?	Ludology analysis
Comparing multiple texts in the <b>same genre</b> (e.g. soap operas, musicals, slasher films)?	Genre analysis
Comparing multiple texts by the <b>same writer or director</b> ?	Auteur analysis
Comparing multiple texts that all feature <b>the same performer</b> ?	Star or celebrity analysis
Comparing texts from <b>different cultures</b> ?	Trans-cultural comparison
Comparing texts from <b>different time periods</b> ?	Trans-historical comparison

## METHODS: PEOPLE

What are you planning on doing?	Here's an academic term for that.
Studying <b>audience reactions</b> to a text?	Audience analysis
<b>Speaking with audience or community members one-on-one</b> 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 <b>writing</b> 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 <b>significant period of time</b> ?	Anthropological observation
Observing people over a significant period of time as they interact in an environment, and considering how <b>your presence</b> might be <b>affecting their behaviour</b> ?	Ethnographic observation
Observing people over a significant period of time in an environment where you consider yourself an active participant or <b>member of the group</b> ?	Auto-ethnographic observation
Recording your personal reactions and recollections regarding a text or an environment?	Personal memoir
Observing <b>how users interact</b> with a text, such as a game or web site, while in their <b>natural environment</b> (their bedroom, the classroom, etc.)?	User experience analysis
Creating <b>specific test environments or experiments to observe how users interact</b> 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)

