## **DETAILED CONTENTS**

List of Illustrations	xv
Acknowledgments	xix
Prologue to the Second Edition	xxiii
What is Situational Analysis?	xxiii
Overview of the Second Edition Part I: Framing and Grounding Situational Analysis Part II: Doing Situational Analysis Part III: Mapping Extant Discourse Materials	xxvi xxvi xxviii xxviii
Practical Developments	xix
How to Read and Use this Book	xxix
About the Authors	xxxiii
PART I • FRAMING AND GROUNDING SITUATIONAL ANALYSIS Introduction to Part I	1
introduction to Part I	1
Chapter 1 • Situational Analysis: Grounded Theory Mapping  **After the Interpretive Turn**	3
What Is Grounded Theory? A Focus on Coding and the "Basic Social Process"	3 4
A Genealogy of Grounded Theory and Situational Analysis The First Generation The Second Generation	5 6 7
The Interpretive Turn Framing the Turns Strands of Critique	8 9 11
Grounds for a New Method	12
Situational Maps and Analysis  Defining and Bounding "the Situation"  Constructing the Situation by Mapping	15 16 17
Reflections and Anticipations	18

Chapter 2 • Methodological Grounds of Situational Analysis	
Grounded Theory, Pragmatism, and Interactionism:	
A Theory/Methods Package	24
Grounded Theory as Always Already Around the Interpretive Turn	25
Perspectives, Partialities, and Situatedness	26
A Materialist Constructivism	26
Deconstructive Analysis	27
Analytic Abduction	27
Induction, Deduction, Abduction	28
Grounded Theory and Abduction	30
Situational Analysis and Abduction	31
Processes and Contingencies	32
Difference(s)	32
Relationalities and Ecologies	33
Grounded Theory as Recalcitrant Against the Interpretive Turn	33
Lack of Reflexivity and "Invisible" Researchers	34
Researcher as Tabula Rasa vis-à-vis Experience and Commitments	35
Researcher as Scholarly Tabula Rasa vis-à-vis the Literature Review	36
Researcher as Scholarly Tabula Rasa vis-à-vis Prior Theory	37 37
Research as "Giving Voice" to the "Unheard"	38
Problems of Oversimplification A Singular Basic Social Process?	39
"Negative Cases" Rather Than Variation	39
The Search for "Purity" in Grounded Theory	40
Pushing Grounded Theory Around the Interpretive Turn	41
Acknowledging Researchers' Embodiment and Situatedness	42
Pushing From the Conditional Matrix to the Situational Matrix	42
Strauss and Corbin's Conditional Matrices	43
Clarke's Situational Matrix	44
Grounding Inquiry in "the Situation"	47
Doing Situational Analysis	49 50
Turning to Discourse(s) Analyzing Complexities: Positionality and Differences	50 51
Positionality  Positionality	51
Differences	53
Sensitizing Concepts, Analytics, and Theorizing as Sufficient	54
	56
Reflections and Anticipations	56
Chapter 3 • Theoretical Grounds of Situational Analysis	61
The "(Re)Turn to the Social" Across Social Theory	62
Pragmatist Interactionist Origins: From Chicago Ecologies to	
Social Worlds/Arenas	63
Grounding in Chicago Ecologies	65
Concentralizing the Situation	68

		71
	Key Concepts in Social Worlds/Arenas Theory	71
	Social Worlds, Arenas, and Segments	71 75
	Boundary Objects and Bandwagons	75 74
	Implicated Actors and Actants	76 
	New Grounds I: Foucault and the Pragmatist Interactionist Project	77
	Foucault and Pragmatism: Recent Interpretations	77
	The Gaze	79
	Discourse(s), Discourse Formations, and Disciplining	80 81
	The Centrality of Practice(s) in Foucault and Pragmatism Fields of Practice(s) and Conditions of Possibility	82
	Dispositif and Situation	82
	Foucault and Method	83
	New Grounds II: Taking the Nonhuman Explicitly Into Account	85 0.4
	On the Importance of Things in Pragmatism and Interactionism	86
	Nonhuman Actors and Actants	87 88
	Hybrids, Living Nonhumans, Cyborgs, Discourses, Whatevers Taking the Nonhuman Explicitly Into Account in Situational Analysis	90
	New Grounds III: Deleuze and Guattari's Rhizomes and Assemblages	91 92
	Rhizome as Inspiration Assemblage as Metaphor	93
	Deleuze, Guattari, and Qualitative Inquiry	95
	beteaze, odattari, and datitative migany	, 0
	Assembling the Theoretical Grounds of Situational Analysis	96
P/	ART II • DOING SITUATIONAL ANALYSIS	96 <b>101</b>
ln	ART II • DOING SITUATIONAL ANALYSIS	101
ln	ART II • DOING SITUATIONAL ANALYSIS troduction to Part II hapter 4 • Getting Started: Practical Issues and Project Design	101 101
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  apter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps	101 101 103 104
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started	101 101 103 104 105
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity	101 101 103 104 105 105
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started	101 101 103 104 105
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity  Everything Is Provisional	101 103 104 105 105 105
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity  Everything Is Provisional  Know Thy Data	101 103 104 105 105 105 106
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity  Everything Is Provisional  Know Thy Data  When Do You Start Mapping and Memoing?  Memo as You Map  What Counts as Data? Engaging Experience	101 103 104 105 105 105 106 106 107 107
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity  Everything Is Provisional  Know Thy Data  When Do You Start Mapping and Memoing?  Memo as You Map  What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses	101 103 104 105 105 106 106 107 107 108
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity  Everything Is Provisional  Know Thy Data  When Do You Start Mapping and Memoing?  Memo as You Map  What Counts as Data? Engaging Experience	101 103 104 105 105 105 106 106 107 107
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity  Everything Is Provisional  Know Thy Data  When Do You Start Mapping and Memoing?  Memo as You Map  What Counts as Data? Engaging Experience  On the Relationship Between GT and SA Analyses  Reading, Using, and Doing Exemplars of SA Projects  Doing Situational Analysis Project Design	101 103 104 105 105 105 106 107 107 108 109 110
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity  Everything Is Provisional  Know Thy Data  When Do You Start Mapping and Memoing?  Memo as You Map  What Counts as Data? Engaging Experience  On the Relationship Between GT and SA Analyses  Reading, Using, and Doing Exemplars of SA Projects  Doing Situational Analysis Project Design  Doing Preliminary Memos and Situational Maps for SA Project Design	101 103 104 105 105 105 106 106 107 107 108 109 110
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity  Everything Is Provisional  Know Thy Data  When Do You Start Mapping and Memoing?  Memo as You Map  What Counts as Data? Engaging Experience  On the Relationship Between GT and SA Analyses  Reading, Using, and Doing Exemplars of SA Projects  Doing Situational Analysis Project Design	101 103 104 105 105 105 106 107 107 108 109 110
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  napter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity  Everything Is Provisional  Know Thy Data  When Do You Start Mapping and Memoing?  Memo as You Map  What Counts as Data? Engaging Experience  On the Relationship Between GT and SA Analyses  Reading, Using, and Doing Exemplars of SA Projects  Doing Situational Analysis Project Design  Doing Preliminary Memos and Situational Maps for SA Project Design	101 103 104 105 105 105 106 106 107 107 108 109 110
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  hapter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses Reading, Using, and Doing Exemplars of SA Projects  Doing Situational Analysis Project Design Doing Preliminary Memos and Situational Maps for SA Project Design Initial Project Memos	101 103 104 105 105 106 106 107 107 108 109 110 110
ln	ART II • DOING SITUATIONAL ANALYSIS  troduction to Part II  hapter 4 • Getting Started: Practical Issues and Project Design  The Three Kinds of Situational Analysis Maps  Practical Issues in Getting Started  Topic Selection and Reflexivity Everything Is Provisional Know Thy Data When Do You Start Mapping and Memoing? Memo as You Map What Counts as Data? Engaging Experience On the Relationship Between GT and SA Analyses Reading, Using, and Doing Exemplars of SA Projects  Doing Situational Analysis Project Design Doing Preliminary Memos and Situational Maps for SA Project Design Initial Project Memos Preliminary Project Situational Maps	101 103 104 105 105 106 106 107 107 108 109 110 110 110

Issues in Situational Analysis Project Design	116
Framing the Situation Accountability in Design and Data Gathering	116 119
Use of Sensitizing Concepts and Received Theory in SA	121
Conceptual "Levels of Analysis" in SA	122
Ongoing Mapping, Criticism, and Revising	123
Technical Tools Supporting Situational Analysis	124
Turning to Analysis	125
Chapter 5 • Doing Situational and Relational Maps	127
Abstract Situational Maps	128
Introducing the First Exemplar: Bone's Project	132
Situational Maps of Bone's Project	134
Doing Relational Analyses With Situational Maps	138
Relational Maps of Bone's Project	141
Final Comments on Situational and Relational Maps	144
Chapter 6 • Doing Social Worlds/Arenas Maps	147
What Are Social Worlds and Arenas?	148
Why Are Social Worlds and Arenas Analytically Important?	149
Introducing Social Worlds/Arenas Maps	151
Social Worlds/Arenas Map of Bone's Project	151
Doing Social Worlds/Arenas Maps	155
Memoing Social Worlds/Arenas Maps	157
Using Social Worlds/Arenas Maps in Your Project	160
Final Comments on Social Worlds/Arenas Maps	162
Chapter 7 • Doing Positional Maps	165
Abstract Positional Maps	166
Positional Maps of Bone's Project	168
Constructing Your Own Positional Maps	170
Articulating and Acting Upon Absent Positions	172
Why Are Positional Maps So Important?	173
Final Comments on Positional Maps	174
Chapter 8 • A Fully Worked Exemplar of Situational Analysis	177
Introducing Alonso-Yanez's Project	177
Alonso-Yanez's Situational Maps	179
Alonso-Yanez's Relational Maps	181

Alonso-Yanez's Social Worlds/Arenas Map	187
Alonso-Yanez's Positional Maps	190
Provisional Conclusions on Alonso-Yanez's Project	193
Chapter 9 • Writing It Up: Final Presentations and Project Maps	195
Writing It Up as an Analytic Process Questions to Ask Toward Writing it Up	196 198
Using Your Memos in Finalizing the Project Planning Your Write-Ups Memos Basic Project Information Memo	200 200 201
Turning Situational Analysis Maps Into Final Project Maps Situational and Relational Maps as Project Maps Social Worlds/Arenas Maps as Project Maps Positional Maps as Project Maps	202 202 203 204
Possibilities for Presenting and Publishing Your SA Project Deciding on Audiences and Formats Distinctive Characteristics of SA Projects A Relational Ecological Overview A Project Map Focus A Diagrammatic Focus	206 208 209 210 211 211
Temporary Conclusions	214
PART III • MAPPING EXTANT DISCOURSE MATERIALS	217
	217 217
PART III • MAPPING EXTANT DISCOURSE MATERIALS Introduction to Part III Chapter 10 • Turning to Discourses	-
Introduction to Part III	217
Introduction to Part III Chapter 10 • Turning to Discourses	21 <b>7</b> 219
Introduction to Part III  Chapter 10 • Turning to Discourses  What Is Discourse?	217 219 220
Introduction to Part III  Chapter 10 • Turning to Discourses  What Is Discourse?  Why Analyze Discourses?	217 219 220 222
Introduction to Part III  Chapter 10 • Turning to Discourses  What Is Discourse?  Why Analyze Discourses?  Turning Up the Volume on "Minor" Discourses  Single Site and Multisite Approaches  Single Site Approaches  A Single Site SA Discourse Project Exemplar  Multisite and Multiscape Approaches	217 219 220 222 225 227 227 227 227 228

C	hapter 11 • Mapping Narrative Discourse Materials	241
	Kinds of Extant Narrative Discourse Materials	242
	Designing a Narrative Discourse Project Which Narrative Discourse Materials? Locating, Collecting, Tracking, Situating Initial Memos of Discourse Materials	244 244 245 247
	Doing Situational Maps of Narrative Discourse Materials Introducing the Narrative Discourse Exemplar: RU486 Discourse Project	248 249
	Situational Map Exemplar: RU486 Discourse Project	251
	Doing Social Worlds/Arenas Maps of Narrative Discourse Materials Social Worlds/Arenas Map Exemplar: RU486 Discourse Project Debating the Project's Scope On the Elasticity of Social Worlds/Arenas Analysis	253 255 255 261
	Doing Positional Maps of Narrative Discourse Materials Positional Map Exemplars: RU486 Discourse Project Abstract Perspectival Project Maps	261 262 263
	Final Comments: Situational Analysis of Narrative Discourse Materials	266
CI	napter 12 • Mapping Visual Discourse Materials	269
	The Rise of Visual Cultures Claims to Realism and Gazes Exemplary Research Analyzing Visual Discourse Situating Visuals: Social Worlds and Visual Cultures	270 272 273 275
	Doing Situational Analysis of Visual Discourse Materials Which Visual Materials? Deciding, Locating, Collecting, Tracking Entering and Memoing Visual Discourse Materials  Locating Memo Big Picture Memo Specification Memo Doing Situational Maps of Visual Discourse Materials Doing Social Worlds/Arenas Maps of Visual Discourse Materials Doing Positional Maps of Visual Discourse Materials	277 278 279 280 281 282 284 285 285
	Visual Discourse Exemplar: Washburn's Biomonitoring Project Washburn's Visual Discourse Materials  Locating Memo: Advocacy Biomonitoring Reports  Big Picture Memo: Advocacy Biomonitoring Reports  Specification Memo: Advocacy Biomonitoring Reports  Washburn's SA Maps of Advocacy Biomonitoring Imagery  Washburn's Situational Maps: Advocacy Biomonitoring Imagery  Washburn's Social Worlds/Arenas Map: Advocacy Biomonitoring Imagery  Washburn's Positional Maps: Advocacy Biomonitoring Imagery	286 287 291 291 295 299 299 304

References	385
Appendix C: Selected Exemplars of Situational Analysis by Mapping Focus	381
Appendix B: Selected Exemplars of Situational Analysis by Discipline	374
Appendix A: Grounded Theory and Situational Analysis Websites	373
Appendices	373
Final Words	369
FAQs About Situational Analysis	361
SA Mapping as Facilitating Engagement and Collaboration	359
Decolonizing and (Post)Colonial Situational Analysis	357
Tips on Learning and Teaching Situational Analysis Learning SA Teaching SA	351 351 354
Comparing Early GT With Constructivist GT and SA	351
Epilogue: Situational Analysis Issues and FAQs	349
Final Comments: Situational Analysis of Historical Discourse Materials	346
Doing Positional Maps of Historical Discourse Materials  Exemplar: Message's Positional Maps	341 342
Doing Social Worlds/Arenas Maps of Historical Discourse Materials  Exemplar: Message's Social Worlds/Arenas Maps	336 337
Doing Situational Maps of Historical Discourse Materials  Exemplar: Message's Situational Maps	322 323
Historical Discourse Analysis Exemplar: Introducing Message's Project	320
Designing Historical and Historicizing Projects Design Issues	317 319
Historicizing Historical Approaches	314
Chapter 13 • Mapping Historical Discourse Materials	313
Final Comments: Situational Analysis of Visual Discourse Materials	309
Washburn's Analytic Summary: Biomonitoring Project Imagery	308
Washburn's Positional Map 2: Focus on Individual-Level Biomonitoring Data	305
in Biomonitoring Images	304
Washburn's Positional Map 1: Focus on Chemical Exposures	