

Discourse Analysis Combined With Studying Strategies and Deviance: NVIVO Keyness Analysis of Two Corpora Compared

Methods research funded by the “Gender Norms Project”, ESRC DFID Poverty Alleviation stream; and by the British Academy, : Innovation in Global Labour Research Using Deep Linkage and Mixed Methods, an International Mobility Partnership, based at University of Manchester

By Wendy Olsen 2016 Introduction

The project ‘Gender Norms, Labour Supply and Poverty Reduction in Comparative Context: Evidence from India and Bangladesh’ runs from January 2014 –December 2016. The Cathie Marsh Institute for Social Research (CMIST) at the University of Manchester is working in partnership with the BRAC Development Institute, Bangladesh, the Benares Hindu University, Varanasi, India, and the German Institute of Global and Area Studies (GIGA) located in Hamburg. The research is funded by the Department of International Development (DFID UK) and the Economic and Social Research Council. Aim

The project is based on mixed-methods research including a primary survey, secondary data and in-depth semi-structured interviews. Further funds from British Academy are focused directly on mixed-methods innovation.

Using critical realist methodology, we expect to see signs of a changing society, amidst evidence of traditional social norms. The details are illustrated below.

Figure 1: Realist Concepts Used in Interpretation of Data

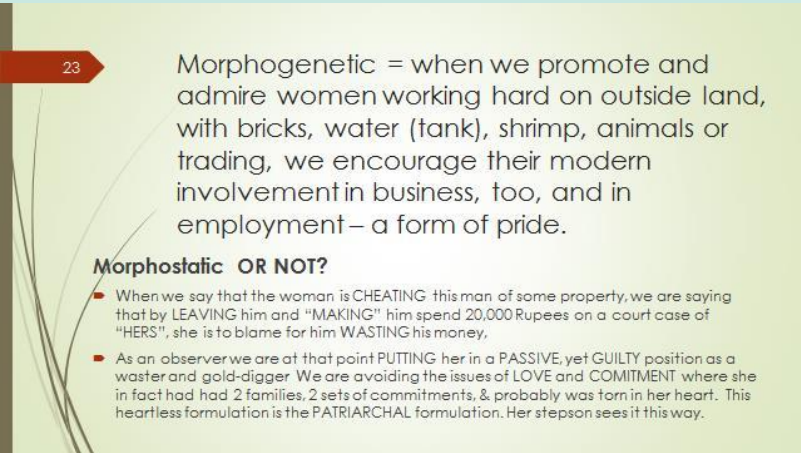
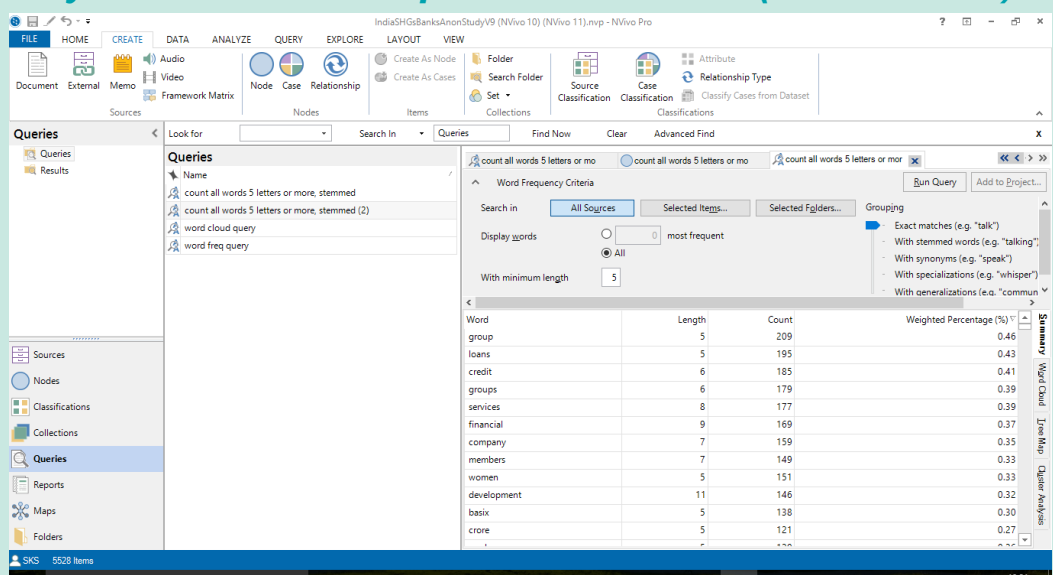


Figure 2: Word Count Queries Help Discern Which are Key Words in the Corpus of Interviews (Uses NVIVO)



To discern the keyness of each term, take the word’s percentage of the words in all the SSI texts. Divide it by the word’s percentage of the count of all those same words in the BNC. (Unused words won’t matter to the relative prevalence.) An odds ratio is the relative odds of seeing this word appear in our texts. High-keyness words are not restricted in usage to any one discourse, but instead, may appear in one or more discourses.

In a single interview, for example, we had 673 words of length 5 words or over, of which some were based on the same stem (lemmas). After adjusting, we had 396 key words. We did the lemmatisation manually. NVIVO can do it for you.

Table 1 Typical Size of Corpus From Semi-Structured Interviews

1 interview	673 raw words5+	396 roots	By hand
1 interview	459 raw words5+	400 once stemmed	By NVIVO
11 interviews	1666 words	1249 once stemmed	By NVIVO
32 interviews	2798 words	2066 once stemmed	By NVIVO

Table 2: Illustration of How Words Get Interpreted as Lying Within Discourses (Which in Turn, are Contested)

Struggle	1. (sic) In the discourse of family obligations, inheritance exceptions are hotly debated, and some go into court, and last for decades. Both families support their struggling parties who champion their rights, obtained through connection and family lineage, although they are also pitted against other claims of family rights.
Connection	
Right	



Research Question

The research aims to create ways to use larger sets of qualitative data alongside survey data for mixed methods that has sophistication, transparency, and rigour. We also aim to explore how realist interpretations of labour contrast with orthodox economics.

Method of Keynes + Discourse Analysis

- Pool and **code the transcripts** as Corpus 1, and introduce a linguistic corpus as Corpus 2.
- Find out the **relative keyness of words**, and code up the concordances for high keyness words.
- Group the key words into discourses (each has tropes, names, typical verbs, role of the state, power moves and values)
- Interpret selected discourses.**
- Study them in social context.
- Treat each one of those very carefully: **the dominant discourse** must be discerned, in each field.
- This **may be hegemonic** (study history to find out); or may not; but either way, next discern the **marginalised, deviant and innovative (intertextual) discourses.**
- Trace key arguments through these. (You will find contradictions.)
- Now summarise.

Results

So far we found that women contradict themselves because of the inherently contradictory social relations. The empirical task is to delineate what contestation is going on, by which agents.

Table 3: Selected Findings From Interviews

Example of Discourse	Rural North & South Bangladesh	Rural North Central India
'Helping'	In Bangladesh, rural people negotiate a lot regarding which tasks to carry out. Men help women and time-use surveys show mixed results. Yet formally, 'Roles' are 'rigid'.	In rural north Central India, purdah applies equally to women, yet again, men are negotiating.
Purdah	Muslim tradition of seclusion	Hindu tradition of seclusion combined with strong male control, dominance. Tropes of control vs. discussion.
Time-Use	Women do >3 hours/day on Crops & livestock	Women do >2 hours/day on Crops & livestock Actions belie the statement that women are 'just housewives' in surveys

List 1: Semi-Structured Interview Questions (Selection)

Interview Plan
Tell us about any recent conversation you and your spouse had about work, amount of work done, and the timings of work.
Can you go back further to a previous discussion of work timings?
Tell us what discussion you had about what occupation household members should do-
First your male children?
Secondly your female children?
Now tell us about any migrants from this house, and when/whether they come back. What work do they do, and do they do work when they come back here?
--paid work
--farming or informal work, without pay but contributing
--domestic work and other activities – notably do they collect firewood?
Do they gather water?
...
Tell us about a conversation when the family discussed your working/economic role/contribution.
Please tell us about how your wife/daughter's/mother's working/economic role/ contribution has made a difference to how people see her in this household/family.
...
You may have been a recipient of other project outreach, such as women's group, etc. Please tell us how this has affected your view of the proper role of women, in particular..
Thank you for your time.

Table 4: Sample of Discourse Analysis (South India)

Keyword	Discourse, meaning, discussion
Cheat	1. In the discourse of property inheritance , it rights of recipients and the debate over cheat makes reference to law as well as family connections.
Property	
Thousands	2. A discourse of family obligations states th family members should be loyal to their pare and lineage. Resistance, desertion, and exceptions are discussed at length. These discussions act partly to discipline those now living in families.
...and right, lady, connection	
tenant	3 In the discourse of working on the land for arable farming, the hard work is mentioned v pride. A quote illustrating that other forms of work are also admired, a man speaks admiri of a good woman doing "clay work, open vel work and tank work"
agricultural	
Struggle	1. (sic) In the discourse of family obligations , inheritance exceptions are hotly debated, and some go into court, and last for decades. Both families support their struggl parties who champion their rights, obtained through connection and family lineage, altho they are also pitted against other claims of fa rights.
Connection	
Right	
Husband	4. Gender roles are often referred to via individual people's family roles. But when a person is speaking with disapproval about a woman, the term 'lady' is used (in translation without a kinship term attached and this lack friendly/familiarly sends the message of disapproval. Again this acts as a disciplining message. We can denote these usages of bot disapproval (here) and fictive kin suffixes--an -ikka etc. as approval, as the normative fam gender roles discourse .
lady	

Conclusions

Rigour & sophistication are found in realist methodology with mixed methods.

THE TEAM PRODUCING THIS PROJECT INCLUDES:

- Principal Investigator:** Prof. Wendy Olsen – University of Manchester, Discipline of Social Statistics
- India PI: Amaresh Dubey
 - India Co-PI: Anup K Mishra
 - India Field Coordinator: Santosh K Singh
 - Bangladesh Pis: Prof. Simeen Mahmud
 - Bangladesh Rural Advancement Committee University (BRAC University), BRAC Institute for Gender and Governance (BIGD)
 - Dr. Sohela Nazneen, Institute for Development Studies, Sussex
 - Dr. Maheen Sultan, BRAC BIGD
 - Dr. Bidisha (Dhaka Univ Dept of Econ)
 - Ms. Sadiya (BRAC BIGD)
 - Dr. Samantha Watson, London School of Hygiene and Tropical Medicine
 - Dr. Daniel Neff, GIGA, Hamburg
 - Prof. Kunal Sen, University of Manchester

Key References

Website
<http://www.cmist.manchester.ac.uk/research/projects/gender-norms/>

Heale, R., and D. Forbes (2013), "Research Made Simple: Understanding triangulation in research", Evid Based Nurs 16:4 98 doi:10.1136/eb-2013-101494.

Morgan, J., and W.K. Olsen (2011) "Aspiration Problems for the Indian Rural Poor: Research on Self-Help Groups and Micro-Finance", Capital and Class, June, 35:2, 189-212, doi: 10.1177/0309816811402646;

O' Cathain, A., E. Murphy, and J. Nicholl (2010) "Three Techniques for Integrating Data in Mixed Methods Studies", British Medical Journal, 341, . doi: 10.1136/bmj.e4587

Olsen, W.K., and J. Morgan (2010) "Institutional Change From Within the Informal Sector in Indian Rural Labour Relations", International Review of Sociology, 20:3, 535-553, on "The Regulation of Indian Informal Capitalism", DOI:10.1080/03906701.2010.51190.

Touri, M., and N. Koteyko (2014) "Using Corpus Linguistic Software in the Extraction of News Frames: Towards a dynamic process of frame analysis in journalistic texts", International Journal of Social Research Methodology, DOI: 10.1080/13645579.2014.929878