There have been growing calls for strategy-as-practice scholars to explore how bodies, spatial contexts and material artifacts are implicated, alongside discourse, in the accomplishment of strategy work (Vaara & Whittington, 2012). With the increasing availability of portable digital technologies, video recording is gaining momentum as a research method that can be used to capture real-time data and study social practice in very fine-grained ways. However, there are still very few formal protocols for how to actually collect, analyse and publish this kind of video data. To help address this shortfall, and stimulate future video-based research, this PDW session will (a) focus on the practical techniques of using video recording throughout the research process, from design to publication and (b) explore the implications of using video for studies of practice and ethnography more generally. To deliver this we bring together a stellar group of panellists, facilitators and discussants who share a deep interest in video-based studies and have experience of using these approaches. The PDW promises to provide a stimulating and interactive forum where leading, and junior, scholars can come together to explore and learn how video recording can be used alongside more traditional ethnographic approaches to study practice.

PROGRAM

Welcome and overview
0-5 min Gary Burke, Aston University

Panel presentations
5-15 min Research Design, Validity & Ethics
Paula Jarzabkowski, Aston University

15-25 min Practicalities of 'doing' video ethnography
François Cooren, University of Montréal

25-35 min Opportunities and challenges in video data analysis
Curtis LeBaron, Brigham Young University

35-45 min Opening new avenues for practice research using video: The questions we ask, the answers we get.
Gail Fairhurst, University of Cincinnati

Roundtables
45-90 min 7 round table discussions (2 x 20 mins plus 5mins changeover)
T1 Research design, validity & ethics. Paula Jarzabkowski, Aston University
T2 Studying practice in situ. Linda Rouleau, HEC Montréal
T3 'Doing' video ethnography. François Cooren, University of Montréal
T4 Practicalities of video data collection. Paul Spee, University of Sydney
T5 Video data analysis. Curtis LeBaron, Brigham Young University
T6 Analyzing data from video ethnography. Gary Burke, Aston University
T7 Publishing from video data. Joep Cornelissen, VU University Amsterdam

Concluding panel
90-100 min Publishing from video data
Joep Cornelissen, VU University Amsterdam

100-110 min An editor’s perspectives on publishing from video data
Michael Pratt, Boston College

110-120 min Concluding panel with Q&A (10 min)
How to register for the workshop

Please complete the booking form on the AoM website by August 1st:
https://secure.aomonline.org/PDWReg/logon.asp

Places are limited. Bookings will be considered on a first-come, first-served basis.

Looking forward to seeing you at the workshop!

Gary Burke, PDW organizer