ViRe

ViRe Methods Workshop

22.02.2019
USI Università della Svizzera italiana
Via G. Buffi 13, 6900 Lugano, Main Building, Room 402

Participants

ViRe Members, USI
Katharina Lobinger – Project leader
Federico Lucchesi – Ph.D. student
Seraina Tarnutzer – Research assistant
Petra Mazzoni – Research assistant
Federica Serrao – Student assistant
Luca Calderara – Student assistant
Rebecca Venema – Associate project member

Guests
Andreas Hepp (University of Bremen)
Christine Linke (University of Rostock)
Cornelia Brantner (University of Augsburg)
Roswitha Breckner (University of Vienna)

Description of the Workshop

The first workshop of the project ViRe – Visualized Relationships will take place on Friday, February 22, 2019 at USI – Università della Svizzera italiana in Lugano, main building, room 402 (4th floor).

The aim of the workshop will be to discuss and further develop the methodological design of the project with the help of the project partners. Generally, the workshop will have a very open and informal structure.
The workshop will start with a presentation of the ViRe project, its methodological design and the challenges it involves. Afterwards, each guest speaker will be invited to talk about their experiences in their field of expertise. These talks will be quite short (around 15 minutes) and can be informal (the use of a PowerPoint presentation is possible but not required). After the presentations, substantial time will be dedicated to a common discussion of the methodological design and instruments of ViRe.

On February 21, 2019 a Get-together will provide the opportunity of meeting the ViRe team and the other project partners. On February 22, the workshop will start at 9:30 and will end at 18:00. At 12:45 there will be lunch break at USI, and for those guests staying overnight, there will be also a common dinner around 20:00 in the city center of Lugano.

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Workshop Overview

Get together 21.02.2019
From 18:00 at Ciani Restaurant
Piazza Indipendenza 4, 6900 Lugano
Table booked under the name: Petra Mazzoni

Workshop 22.02.2019
9:30 – 18:00

09:30 – 10:00:	Intro and presentation (with coffee)
10:00 – 10:45:	Presentation of the project and its challenges
10:45 – 11:15:	Short discussion of the project
11:15 – 11:45:	*Coffee break*
11:45 – 12:15:	Christine Linke (University of Rostock) "Method triangulation for relationships research"
12:15 – 12:45:	Roswitha Breckner (University of Vienna) "Analysis of visual material from a biographical perspective"
12:45 – 13:45:	Lunch (USI Canteen)
13:45 – 14:15:	Cornelia Brantner (University of Augsburg) "Multi-method designs including visual methods"
14:15 – 14:45:	*Coffee break*
14:45 – 15:15:	Andreas Hepp (University of Bremen) "The use of network cards and network drawings for the research of communication repertoires"
15:15 – 18:00:	Discussion of the methodological design and instrument (with coffee)
20:00	Dinner (location to be announced)

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Useful information

How to get to Lugano

From Lugano-Agno airport: For those of you that arrive at Agno, we have already booked a shuttle or a taxi. In the information sent by email, you will find the name of the Taxi company or information on the shuttle service.

In both cases the address to be given to the driver is:

Hotel City Lugano
Via Giuseppe Bagutti 4
6900 Lugano

From Milan-Malpensa airport: For those arriving at Malpensa, we have already booked a shuttle or a taxi for you.

- When you will arrive at Malpensa Terminal 1, you will have to go to exit number 4 and look for the parking 5. The shuttle company is "Malpensa Express - Giosy Tours". In case you miss the specific shuttle connection we have booked for you in advance, you can use the following other shuttle services (the ticket will be refunded):

Malpensa Terminal 1	Lugano Piazzale FFS	Company
19:20 h	20:30 h	Jetbus
19:40 h	20:45 h	Giosy Tours
20:25 h	21:45 h	Lugano Services
20:40 h	22:00 h	Giosy Tours

With the shuttle you will reach Lugano railway station, from where you can take a taxi.

- Taxis from the Lugano railway station can be booked through different companies (e.g.: Taxi 24 Lugano – +41 919 300 300), otherwise you can just go to the front entrance of the train station (see attached picture), where you will always find taxis. As the shuttle stop is behind the station, you will need to go to the opposite side using the underpass on track 4.

The address of the hotel to be given to the driver is:

Hotel City Lugano
Via Giuseppe Bagutti 4
6900 Lugano

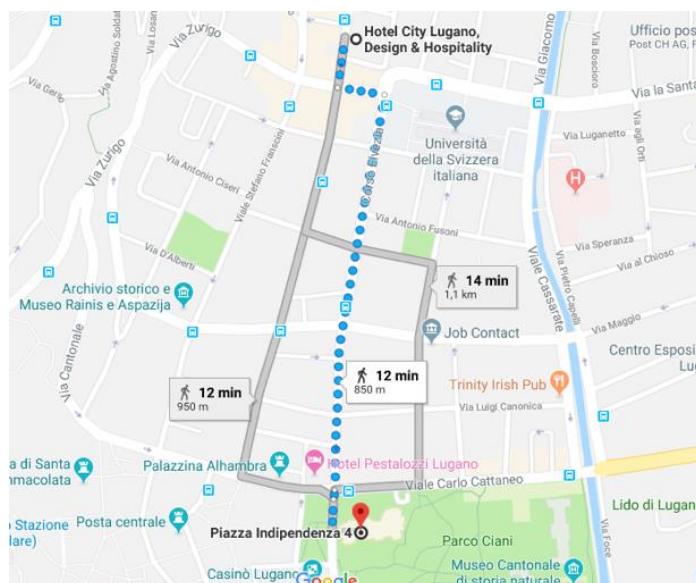**Location of the Get Together (21.02.2019)**

On Thursday 21.02 you are all invited for a **Get-together**, which will take place at the **Ciani Restaurant** starting from 18:00. It will be an opportunity to learn more about the team while having an aperitif. We are looking forward to meeting you!

To reach Ciani Restaurant from the Hotel City Lugano there are two options:

- take bus **number 7** from Piazza Molino Nuovo stop, get off at Lugano Centro stop (the restaurant will be across the street).
  - http://www.tplsa.ch/repository/pdf2019/407_R_MNUP22.pdf timetable from Piazza Molino Nuovo to Lugano Centro
  - http://www.tplsa.ch/repository/pdf2019/407_A_LUGCN2.pdf timetable from Lugano Centro to Piazza Molino Nuovo
- take a **short walk** (15 minutes) going south on Via Giuseppe Bagutti, turn left after 350m on Via Zurigo and, after 75m, turn right on Corso Elvezia and continue straight to the restaurant (see the map below).

Please remember that for any emergency you can contact Katharina Lobinger at +41 786466563
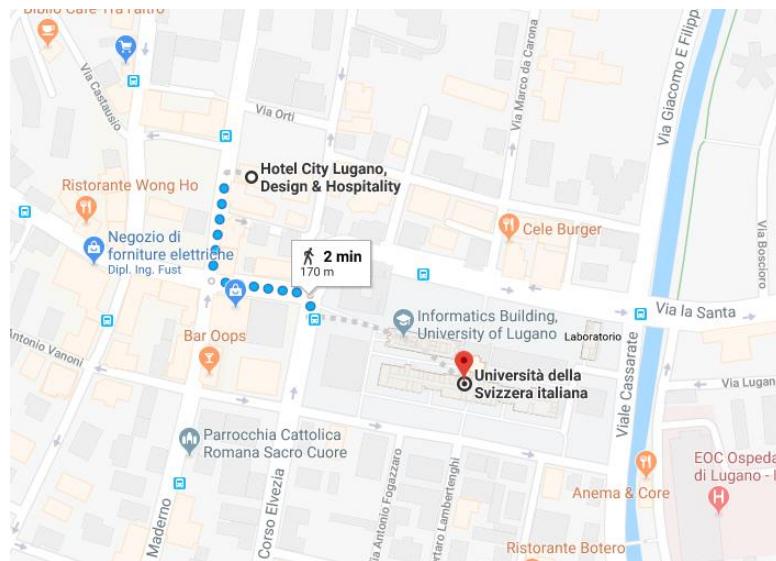

Ristorante Ciani
Piazza Indipendenza 4, 6900 Lugano
Table booked for the name: Petra Mazzoni

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Location of the Workshop (22.02.2019)

The Workshop of the 22nd of February will take place at **Università della Svizzera italiana** of Lugano (Main Building, Room **402**, 4th floor), starting from 9:30. The 4th floor can only be reached by elevator. You will find the elevators in the main building, directly located on the left.

You can reach the University by foot (5 minutes' walk), turning left into Rinaldo Simen street 35m after the hotel. After 70m, turn right on via Madonnetta and to reach the main entrance of the University go straight on Corso Elvezia and turn on via Giuseppe Buffi (see the map below).

USI Università della Svizzera italiana
Via Giuseppe Buffi 13
6900 Lugano

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Project Overview

Background

With technological changes in the field of "networked photography" and the increasing spread of photo sharing via mobile and networked devices, current media practices are changing creating environments that are highly mediatized and visualized. The public discourse on these changes is dominated above all by fears of potentially negative implications for social relations. Critical scenarios of consequences and effects are often created without a differentiated view on the contexts of use and the situational meanings of visual and image-related communication in social relationships. Providing a differentiated view is also a research desideratum in the field of visual communication research.

While previous research has focused primarily on the analysis of certain individual communication technologies and platforms or on certain pictorial motifs and genres, this project focuses on visual communication in social relationships from a non-media-centric perspective. The project proposes the first repertoire-oriented study that explicitly examines the role of visual communication and visual communication technologies in multimodal communication repertoires of close social relations in Switzerland. In particular, the focus is put on the role, functions and significance of visual communication in the relationships between couples and friends, as well as on the related problem areas, rules, norms and negotiation processes.

Research Interests

The two main research objectives of the proposed project are:

1) To explore the role and meaning of visual and image-related practices in communication repertoires of close social relations in Switzerland and the functions and problem areas associated with visual communication practices for social relationships in mediatized societies.

The main focus is put on visual communication practices in the communication repertoire of couples and friendship relationships. In order to gain insights into social relationships in mediatized societies, the research starts from a holistic perspective, looking directly at the communicative processes of the relationships. It is not the isolated use of individual communication platforms for photo sharing (such as *Instagram* or *Snapchat*) or of individual genres of photographs (such as holiday pictures, children's photos or selfies) that are of interest, but rather the many interacting components that form the visual repertoire in social relationships. This repertoire-oriented view is essential for assessing the implications of changing (digital) communication technologies and practices for the establishment, maintenance and coordination of relationships between couples and friends. As a prerequisite for this, the study will 1) determine how face-to-face communication, media use and mediated interpersonal communication are combined and used in the repertoires of the dyads, 2) which media and communication technologies are part of the negotiated media repertoire of the relationship, and 3) how visual and image-related communication are integrated into this

multimodal repertoire. On this basis, 4) the meanings and the role of visual and image-related communication for social relations will be elaborated. Problems and potential areas of conflict that arise in the context of visual communication in social relationships are also of explicit interest.

2) The analysis of the implicit and explicit norms and rules of visual communication in these relationships and the related negotiations.

The second research aim is to examine how (stable and flexible) norms in different situations, and how these relation-specific norms and rules are negotiated, established and addressed. As communication technologies are constantly (and increasingly rapidly) changing, the creating and adoption of rules and standards lags behind their use. It is therefore an interesting time to work out their development and negotiation in the context of networked visual communication in social relationships and to contrast them with existing rules of "analogue" forms of image exchange.

Theoretical Framework

The research objectives require a theoretical and methodical implementation, which: a) acts repertoire-oriented and takes a look at the "media manifold" (Madianou & Miller, 2013; Caughlin & Sharabi, 2013) in social relations; b) takes in to account the symbolic content as well as the material aspects of the images and visual communication technologies (i.e. their texto-materiality; Siles & Boczkowski, 2012); c) is suitable for researching everyday practices that are unquestioned because they are habitualized.

In order to achieve these goals, the project examines visual-communicative practices in close social relations from a social-constructivist perspective (Berger & Kellner, 1965). The research starts from the communication practices themselves (and not with certain media or communication technologies). Accordingly, the project concept builds on the approach of repertoire-oriented, non-media-centric audience and media research (Couldry, 2011; Hepp, 2010). This enables the analysis of visual-communicative practices in social relationships against the background of the entire communication repertoires that people create based on their individual and shared preferences in everyday life (Taneja et al., 2012; Misoch, 2006; Höflich, 1996; Döring & Dietmar, 2003; Madianou & Miller, 2013; Gershon, 2008, 2010) This approach includes focusing on the control mechanisms, norms and communication rules (Lenz, 1988). The project explicitly focuses on the hybrid character (Fahr & Graf, 2013; Hugger, 2010) of the current mixed-media relationships (Parks, 2017) that consist of diverse online and offline interactions based on different media, overcoming the now obsolete juxtaposition of face-to-face relationships and "virtual relationships" (Merkle & Richardson, 2000).

Methodology

A method combination of qualitative, problem-oriented individual and pair interviews will be used (see method scheme in Figure 1.). In these interviews, "creative" visual methods (Lobinger, 2016b) will be used. In particular we will use techniques of participative visual elicitation as well as network drawings. The pair interview conducted first serves as a common start (Linke, 2010) into the interview situation.
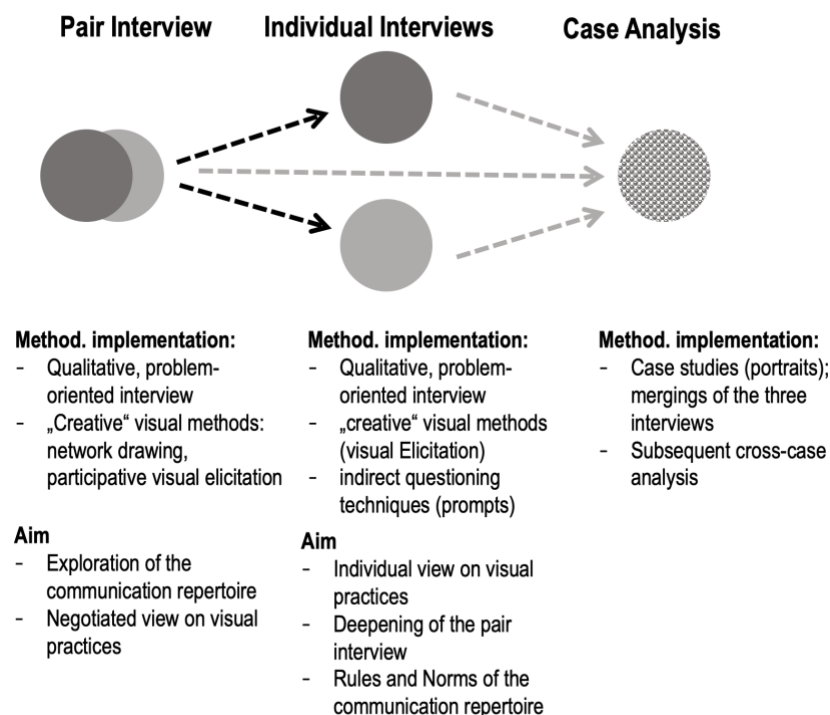

Pair Interview   **Individual Interviews**   **Case Analysis**

Method. implementation:
- Qualitative, problem-oriented interview
- „Creative" visual methods: network drawing, participative visual elicitation

Aim
- Exploration of the communication repertoire
- Negotiated view on visual practices

Method. implementation:
- Qualitative, problem-oriented interview
- „creative" visual methods (visual Elicitation)
- indirect questioning techniques (prompts)

Aim
- Individual view on visual practices
- Deepening of the pair interview
- Rules and Norms of the communication repertoire

Method. implementation:
- Case studies (portraits); mergings of the three interviews
- Subsequent cross-case analysis

Figure 1: Overview of the methodological design

Pair interview:

The aim of the pair interview is to gain an overview of the communication repertoire and a first impression of the visual communication role in the communication of the dyads, as well as to discuss norms from a negotiated perspective. As an introduction, respondents are asked to draw their common communication repertoire in the form of a network drawing in a minimally structured network card. The resulting card is used as a reflexive instrument that stimulates narrative flow and contributes to reducing the hierarchical relationship between researchers and respondents. In the narrative and description of the drawing, the interviewees are asked in particular about visual components of their communication repertoires; also, the functions and meanings of images and visual communication are thematized. In addition, the interviewees are asked to bring personally significant visual messages from their couple relationship and to talk about them in the interview. Personally relevant pictures are particularly suitable for photo elicitation (Harper, 2002; Lapenta, 2012; Kolb, 2008; Lobinger, 2016). The interpretations and narratives of the interviewees about the images in a dialogical interview situation are used to gain individual insights into the meanings and communicative uses of the image that cannot be found by examining the image itself.

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A typical aspect of pair interviews is that they require an interaction process of the interviewees. Moreover, the interviewees are addressed as a dyad (as friends or partners) and act thus as a unit of interaction. Pair interviews have advantages and limitations. For example, participants might create "presentation façades" that highlight agreements while covering disagreements and not addressing different views of sensitive topics. Additional individual interviews will thus be conducted to gain further insights into the individual views (Linke, 2010; and our preliminary studies). This combination of individual and pair interview is used both for friendship and romantic dyads.

Individual interview:

In the individual interview, the communication universe developed in the pair interview is reintroduced as a thematic anchor. This allows a re-interpretation from an individual perspective. In the interview, we focus on how certain expectations, norms and rules are established. These can be, for example, rules regarding the sharing of images created within social relationships with other people, rules for creating and sharing images in the relationships or issues concerning public sharing. In order to carve out ideas, expectations and hopes, indirect questioning techniques are used. In these, respondents are presented with selected images and sample statements (verbal prompts from media coverage and preliminary studies) as conversation stimuli (Meyen et al., 2011; Punch, 2002; Yeo et al., 2014).

Participants

The analysis focuses on the role, functions, norms and rules of visual communication in close social relationships in which at least one of the two lives in Switzerland. The interview partners are recruited in all parts of Switzerland and the data is collected on a multilingual basis (German, French, Italian). The selection of respondents is based on theoretical, selective sampling (Lamnek, 2010). This should ensure a maximum contrast of the interviewees regarding origin (regional), age, formal level of education and job context. Further sampling criteria include the duration of the friendship/couple relationship, age differences in the dyads, housing situations, same-sex or different-sex relationships, as well as whether couples have children. The survey will comprise a maximum of 15 pairs and 15 friendship dyads (and thus 30 pair and 60 individual interviews with the 60 persons, resulting in a total of 90 qualitative interviews). Due to intensive and time-consuming interview setting incentives are used.

Analysis

The interviews are transcribed literally, using a simple transcription system based on Dresing and Pehl (2015). The interviewed data will be anonymized during the transcription process. The analysis of the interviews is carried out by means of a qualitative content analysis (Kuckartz, 2014), in which a combination of deductive and inductive foundation of the category system is applied (Schreier, 2014). The evaluation proceeds software-supported by collaborative coding. Based on the approach of Linke (2010), two analytical levels are used:

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first, a case summary (one case = one social relationship, includes the couple interview and the two individual interviews) and case portraits are created, in which the couple's specifics are brought into focus and a detailed analysis of the respective communication repertoires is carried out. Secondly, similarities and differences across cases are analyzed. In addition to the interviews, the images contributed by the interviewees are analyzed. To this end, a qualitative-quantitative image type analysis is carried out (Grittmann & Ammann, 2009, 2011) which is complemented by a detailed qualitative analysis of the pictorial motifs and modes of representation (Viallon, 2015).

Outcome

The theoretical and methodical structure of the project allows for a differentiated assessment of the potentials and (assumed) risks of an increasing visualization of close social relationships. Precisely by not focusing exclusively on risks, the analysis will be able to identify problematic aspects for the construction, consolidation and maintenance of social relationships as well as the many positive functions of visual communication and visual practices.

Further information on: vire.usi.ch