

Bedankt voor het downloaden van dit artikel. De artikelen uit de (online)tijdschriften van Uitgeverij Boom zijn auteursrechtelijk beschermd. U kunt er natuurlijk uit citeren (voorzien van een bronvermelding) maar voor reproductie in welke vorm dan ook moet toestemming aan de uitgever worden gevraagd.

Boom

Behoudens de in of krachtens de Auteurswet van 1912 gestelde uitzonderingen mag niets uit deze uitgave worden verveelvoudigd, opgeslagen in een geautomatiseerd gegevensbestand, of openbaar gemaakt, in enige vorm of op enige wijze, hetzij elektronisch, mechanisch door fotokopieën, opnamen of enig andere manier, zonder voorafgaande schriftelijke toestemming van de uitgever.

Voor zover het maken van kopieën uit deze uitgave is toegestaan op grond van artikelen 16h t/m 16m Auteurswet 1912 jo. Besluit van 27 november 2002, Stb 575, dient men de daarvoor wettelijk verschuldigde vergoeding te voldoen aan de Stichting Reprorecht te Hoofddorp (postbus 3060, 2130 KB, www.reprorecht.nl) of contact op te nemen met de uitgever voor het treffen van een rechtstreekse regeling in de zin van art. 16l, vijfde lid, Auteurswet 1912.

Voor het overnemen van gedeelte(n) uit deze uitgave in bloemlezingen, readers en andere compilatiewerken (artikel 16, Auteurswet 1912) kan men zich wenden tot de Stichting PRO (Stichting Publicatie- en Reproductierechten, postbus 3060, 2130 KB Hoofddorp, www.cedar.nl/pro).

No part of this book may be reproduced in any way whatsoever without the written permission of the publisher.

info@boomamsterdam.nl
www.boomuitgeversamsterdam.nl

SUMMARIES

The future of ethnography in the Big Data era

Joost Beuving, Reinoud Bosch & Roy Gigengack

By taking an ethnographic viewpoint, Beuving explores knowledge claims about Big Data (BD) as discussed in Seth Stephens-Davidowitz' best-selling book *Everybody Lies* (2017). It portrays BD in a way that evokes affinity with ethnography: as a naturalistic research practice that makes small subpopulations visible and discloses people's hidden motives. But for Beuving this threefold assertion appears to rest on misguided conceptions. For the ethnographic researcher, naturalism refers to a reflexive practice, yet the BD researcher associates it with researcher invisibility. And the term population, which has a statistical meaning in BD, has a strong theoretical connotation in ethnography. Finally, motives in BD are about direct interpretation of revealed preferences as social facts, whereas the ethnographer considers them to be expressions of social behavior that require a *Verstehende* interpretation. Bosch sees the relation of ethnography and Big Data research as a new form of *Methodenstreit*, which urges qualitative researchers to develop and apply user-oriented analysis techniques. Gigengack stresses that ethnography and Big Data are in fact incompatible. They should not be seen as methodological rivals in understanding society and social conduct. Ethnography and Big Data analyses are different perspectives on the social world. Ethnography should study the world of Internet behavior as it studies religious rites or societal identities.

Writing instead of coding: Data analysis in phenomenological research

Hanneke van der Meide

The step from research data to a rich and meaningful description of a phenomenon appears to be complicated for many researchers. This article describes a method of phenomenological analysis in which writing is emphasized as the central activity. The writing of textual portraits supports the researcher in the process of understanding and enables the disclosure of the experience in an evocative manner. The use of phenomenological literature in the subsequent step of reflective writing brings the analysis to an even higher level.

The Post-It® procedure: a meaningful and manageable interview method

Hartger Wassink

The interview is one of the most important data collection instruments that used in qualitative research methods. However, doing an interview and using the data correctly is less straightforward than it may seem. Too often, especially while doing interpretative-descriptive research, during the phase of analysis important questions surface with regard to the validity of the instrument and the gathered data. At that stage, such questions sometimes prove difficult to resolve. The Post-It interview method is an alternative way of interviewing that tackles these questions by giving more structure to the interview beforehand. In addition, it offers the opportunity to do the so-called 'member check' during the interview itself. This leads

to an interview procedure that is at the same time more meaningful to interviewer and interviewee, and more feasible to carry out. This article describes the proposed procedure and discusses some preliminary experiences in using the method.