

# Advances in Video Methods of Organizational Research: An International Symposium and Peer Assist Workshop

University of Warwick, Coventry, 19<sup>th</sup> & 20<sup>th</sup> March, 2019

Workshop organized by Warwick Business School Practice, Process and Institutions Research Group

Organizers: **Ila Bharatan and Davide Nicolini**

## Aims

The symposium will review the state of art and recent advances in organizational video research methods. Some of the best scholars in the field will present their current work and discuss future directions by working through real time data. We will also run a series of peer-assist sessions in which expert and participants will help presenters to address theoretical and practical issues concerning the analysis and interpretation of video data.

## Programme

The confirmed keynote speakers are **Jon Hindmarsh, Rick Iedema, Curtis LeBaron, Nick Llewellyn & Philippe Sormani**. Day one of the symposium will consist of the keynote presentations and closing panel discussion. The second day will consist of a masterclass on video analysis, which will be a data session around the topic of "I've collected my video data, now what?"

## Location

The workshop will take place at the Teaching Centre, Warwick Business School at the University of Warwick on **Tuesday, March 19<sup>th</sup> at 9am** and finish on **Wednesday, March 20<sup>th</sup> at 4 pm**.

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## Who should attend?

Early career scholars or PhD students who are interested in empirically grounded work that uses video methods for data collection either on their own or in conjunction with other research methods.

## Participation

Spaces are limited to 45 participants so early application is encouraged.

**To apply as a participant**, please send a short statement of interest explaining why you are interested in the Symposium and your relevant level of expertise by **January 25th** to [IKON@wbs.ac.uk](mailto:IKON@wbs.ac.uk)

**To apply for one of the peer-assist sessions as a presenter** please send us a separate short description of the video data you want help with, at what stage your work is, and what you expect to gain from the session by **January 25th**.

Participants are encouraged to bring posters of their work on video data which will be exhibited pre and post dinner on March 19. Please let us know if you intend to bring a poster.

Applications will be selected based on demonstrable alignment of the project with the theme of the workshop. Applicants will be notified of acceptance by **February 5th**. Please do not send payment or make travel arrangements until you receive this notification.

## Fee

The **fee for the event is £150**. The fee includes refreshments, lunch and dinner. Registrations (which requires paying the fee in full) will close by **March 1st**. For more information on the workshop please contact [ila.bharatan@wbs.ac.uk](mailto:ila.bharatan@wbs.ac.uk) or [ikon@wbs.ac.uk](mailto:ikon@wbs.ac.uk)

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## Grounding the Analysis of Video: The Problem of 'Relevance'

By Jon Hindmarsh, Professor of Work and Interaction, King's College London & Nick Llewellyn, Professor of Organization & Human Resource Management, University of Warwick

Video recordings of everyday organizational practices capture a bewildering amount of detail – within just a few minutes of pressing 'play', the researcher will hear people talking, see facial expressions, gestures, bodily movements, the use of various objects, etc., all within a complex material and organizational environment. While rich and fascinating, these details can also be overwhelming. Indeed, they present an analytic problem of how to focus on specific details over others; essentially, we are confronted with decisions about the 'relevance' of different details for the production of action. We present an approach to the analysis of video, that draws on methodological resources from ethnomethodology and conversation analysis, which we argue provides a powerful solution to this problem of relevance. The argument is explored through the illustrative analysis of video data from diverse settings, including surgery, dentistry, and sales.

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## Harnessing Complexity for Learning Using Video Feedback

By Rick Iedema, Professor & Director of the Centre for Team-based Practice & Learning in Health Care, King's College London

This presentation focuses on healthcare research and care improvement using video as feedback and learning resource. This approach is known as video-reflexive ethnography (or VRE; Iedema et al 2019). VRE engages healthcare workers and patients in identifying, filming and viewing footage of care practices that involves them or colleagues, and deliberating about what is going on and what could go on instead. The theoretical background of the approach is explained, the methodological dimensions are detailed, the practical challenges are described, and some lasting impacts are described. The presentation includes an assessment of prevailing approaches to healthcare practice improvement and patient safety as epitomised by 'Safety 1' and 'Safety 2' (Carson-Stevens et al 2018).

### References

Carson-Stevens, A., Donaldson, L., & Sheikh, A. The Rise of Patient Safety-II: Should We Give Up Hope on Safety-I and Extracting Value From Patient Safety Incidents? *International Journal for Health Policy & Management*, 7(7), 667-670.

Iedema, R., Carroll, K., Hor, S., Collier, A., Mesman, J., & Wyer, M. (2019). *Video-reflexive ethnography in healthcare research and healthcare improvement*. Abingdon: Taylor & Francis.

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## Video Methods in Studies of Organizational Routines

By Curtis LeBaron, Associate Professor of Organizational Leadership & Strategy, Brigham Young University

In this talk, first, I situate video methods relative to other kinds of research, suggesting that video recordings and analyses can be used to replace or supplement other approaches, not only observational studies but also retrospective methods such as interviews and surveys. Second, I describe and discuss various features of video data in relation to ontological assumptions that researchers may bring to their study of organizational routines. Video involves both opportunities and pitfalls for researchers, who ought to use video methods in ways that are consistent with their assumptions about the world and human activity.

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## Phenomenon, Reentry, Frame: Video Reenactments and Organizational Aesthetics

By Philippe Sormani, Senior Researcher & Board Member of the STS Lab,  
University of Lausanne

This talk outlines how video reenactments of work practices may be drawn upon as a methodological resource to both exhibit and (re-)analyze their tacit organization *in situ*. The talk draws upon various examples from a range of settings and activities, including scientific practice, artistic discourse, and technological demonstration. For each case, the heuristic character of its video reenactment will be made explicit in terms of the three-part sequence "phenomenon, reentry, frame". In turn, cross-case comparison shall contribute to a critical discussion of the contrasting "organizational aesthetics" entailed by the observed work practices. The latter discussion will also provide an apt opportunity to reflect upon the multifaceted connections between video analysis, reflexive ethnography, and organizational studies.