

# ANALYSIS





# ANALYSIS:

FIVE things you should know...

1

## DISCOVERY

Analysis seeks to discover what something means.

2

## UNDERSTANDING

Makes an argument for how something might be understood and in what context

3

## OBJECTIVITY

Analysis deliberately delays evaluation and judgment

4

## VALUES UNCERTAINTY

Analysis begins in and values uncertainty rather than starting from settled convictions

5

## PLURALITY

Analytical arguments try on more than one way of thinking about how something might be understood

*"The word **analysis** comes from the ancient Greek word **analein** which means to break apart to unloose."*

*---Unwin "Analysing Architecture"*

ANALYSIS:

# MAIN GOAL

Form a framework of **categories** and/or **meanings** from the information.



# How does ANALYSIS work?

## 5 BIG MOVES

### 1) SUSPEND JUDGMENT

- Figure out what it does or what it means before you decide if you like it.

### 2) DEFINE SIGNIFICANT PARTS AND HOW THEY ARE RELATED

- Seek to identify key components and define their contribution to meaning, operation, or characteristics

### 3) MAKE WHAT IS IMPLICIT EXPLICIT

- Define what you see in terms that inform your understanding of the subject.

### 4) LOOK FOR PATTERNS

- Important things are repeated...look for repetition or resemblance
- Organize Contrasts; Look for anomalies

### 5) KEEP REFORMULATING QUESTIONS AND EXPLANATIONS



# ANALYZE CATEGORIES

The categories don't have to be of the same type.

They can be about...

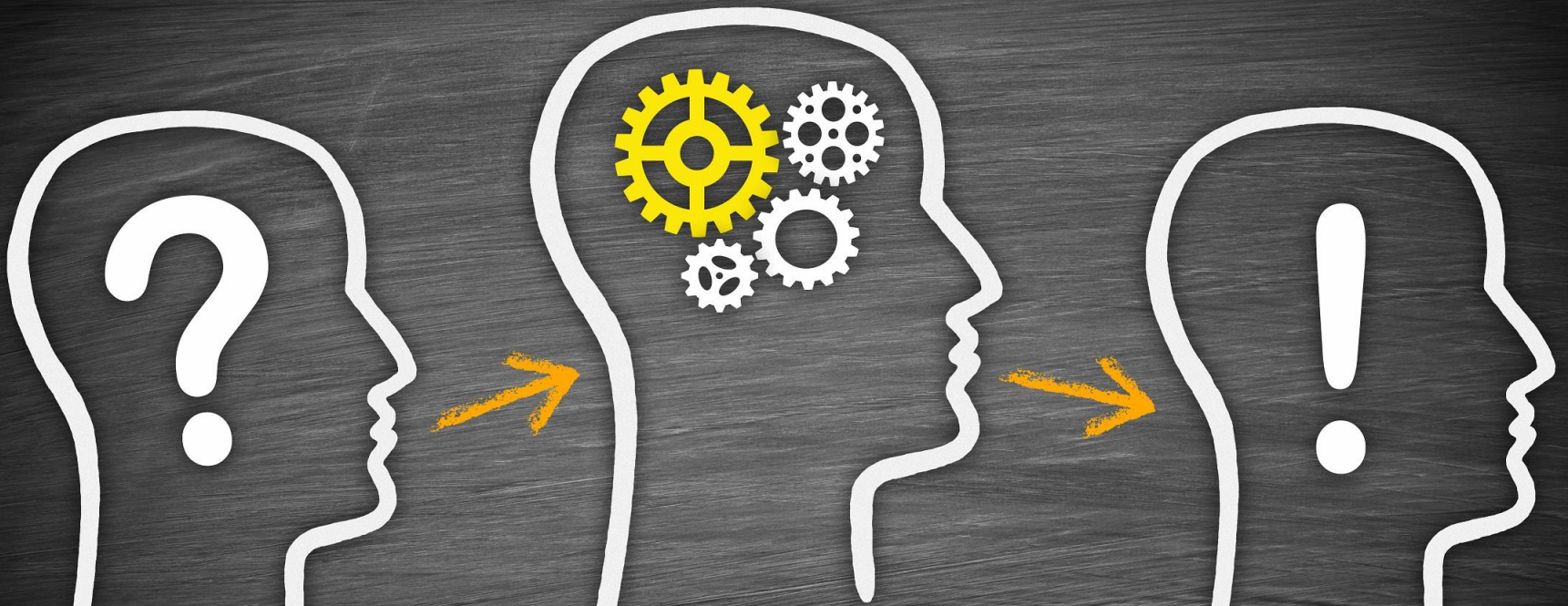
- Objects
- Processes
- Differences
- Whatever....



Ask and Answer

# 3 Basic Questions

1. What does "it" MEAN? → **IMPLICATIONS**
2. How does "it" DO what it does? → **OPERATION**
3. Why is "it" as it is? → **CHARACTERISTICS**



- Keep going through these questions....
- Which details seem significant? Why?
- What is the significance of a particular detail? What does it mean? What else might it mean?
- How do the details fit together? What do they have in common? What does this *pattern* of details mean?
- What else might this same pattern of details mean? How else could it be explained?
- What details *don't* seem to fit? How might they be connected with other details to form a different pattern?
- What does this new pattern mean? How might it cause me to read the meaning of individual details differently?

# DETAILS

# DETAILS

# DETAILS



*MACKENZIE*



# How does **Analysis** work?

Big five moves

## **Suspend judgment**

- figure out what it does or what it means before you decide if you like it.

## **Define significant parts and how they are related**

- Seek to identify key components and define their contribution to meaning, operation, or characteristics

## **Make what is implicit explicit**

- Define what you see in terms that inform your understanding of the subject.

## **Look for patterns**

- Important things are repeated. look for repetition or resemblance; Organizing Contrasts; Look for anomalies

## **Keep reformulating questions and explanations**

- figure out what it means before you decide if you like it.

# LOOK...LOOK...LOOK...LOOK...LOOK

Keep going through these questions....

Which details seem significant? Why?

What is the significance of a particular detail? What does it mean? What else might it mean?

How do the details fit together? What do they have in common? What does this *pattern* of details mean?

What else might this same pattern of details mean? How else could it be explained?

What details *don't* seem to fit? How might they be connected with other details to form a different pattern?

What does this new pattern mean? How might it cause me to read the meaning of individual details differently?

# WHAT IS THIS A PICTURE OF



Write your answer and pass it to the person next to you.

When you receive an answer from the person next to you rewrite the answer to the question it in a different way.

DO NOT REPEAT WHAT ANYONE HAS WRITTEN

Write about what you **see**

When instructed pass it to the person next to you.

If you get stuck rephrase the question  
“what is this picture really about?”  
“Why did the advertiser chose this image?”



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# ANALYZE Categories

**GOAL:** Define a theory regarding your investigation.

**START WITH** most relevant

**HOW:**

- Analyze **the IMAGES in the nodes** of each category using the five moves of analysis described above
- **Visualize** the results
- **Think** about what you found about common issues and themes from these analysis
- Try out different **Labels** for the category

**LABEL AND DEFINE EACH CATEGORY** using evidence in the analysis of your coding.

