

Project PN-II-RU-TE-2011-3-0143

Sociological imagination and disciplinary orientation in applied social research. An inquiry into present-day market research in Romania

Progress report

2014

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1 Introduction

In the last calendar year of the grant, we have continued the study of sociological imagination by following the empirical directions opened up through our previous activity. We started from a theoretical reorientation in defining the notion of sociological imagination: while C.W. Mills proposed the concept to grasp the relation between biography and history, we formulated it as “interactional imagination” or rather as “situational ingenuity”. Therefore, we referred to the understanding of human actions as actions oriented towards a *situation* which gains significance through *interaction*. By using Goffman’s concept of “interactional order” (Goffman, 1983) and by integrating Warfield Rawls’s distinction between constitutive order of action and order of individual action (Warfield Rawls, 1987, 2011), we aimed to study forms of sociological imagination that highlight the roles of situations and interactions in organizing social actions.

2 Activities

The main research activities in 2014 were:

- Elaborating scientific publications as well as improving them according to reviewers’ suggestions;
- Organizing regular staff meetings (once a week or once at two weeks) in which we have presented and discussed our work in progress;
- Participation at conferences and other scientific events.

By continuing the empirical investigation of persuasion and situational imagination in online communities, our most recent articles (currently submitted for publication) explore the interactional affordances of serious digital games, a genre which has been recently introduced in learning and academic communities. We had started with the study of digital games designed to publicly communicate the organization of mental disorders (especially depression) (Rughiniş, Humă, Rughiniş, & Matei, 2014), then we continued with the study of games aimed to depict different aspects of human condition such as aging, loneliness, or love. Through medium-specific interactivity, digital games provide players with opportunities to react specific to pre-defined situations, thus encouraging them to reflect upon the importance of contextual features in organizing particular actions. Thus, in the last months of the project, we explored the potential of serious games to stimulate situational ingenuity, especially when played in learning contexts.

2.1 Scientific publication

In 2014, the following papers were published or submitted for publication:

2.1.1 Published papers

Paper	Type of publication	Status
<i>Persuasion and situational imagination in online communities</i>		
1) Rughiniş, C., & Rughiniş, R. (2014). Nothing ventured, nothing gained. Profiles of online activity, cyber crime exposure, and security measures of end users in the European Union. <i>Computers & Security</i> , 43:111-125. Elsevier Journals. http://www.sciencedirect.com/science/article/pii/S0167404814000479	International publication (ISI journal)	Published
2) Matei, Ş., Rughiniş, C., and Rughiniş, R., (2014a). Refreshing Quantification and other Ploys to Give Up the Habit. A Repertoire of Relations, Identities, and Rhetorical Devices in Smoking Cessation Applications. The 16th International Conference on Human-Computer Interaction HCII 2014. Crete, Greece. Lecture Notes in Computer Science, vol. 8512:265-276. Springer.	International Conference (ISI Conference Proceedings)	Published
3) Rughiniş, R., Rughiniş, C., & Marinescu Nenciu, A. P. (2014). Quantification in Alt.Chi Open Review: Liking and Ticking on a Likert Scale. Proceedings of the ACM CHI Conference on Human Factors in Computing Systems CHI 2014. Toronto. ACM.	International Conference (A-level Conference, IDB Conference Proceedings)	Published
4) Rughiniş, R., Matei, Ş., Marinescu Nenciu, A. P., & Rughiniş, C. (2014). Computer Supported Collaborative Questioning. Regimes of online sociality on Quora. In Proceedings of the 9th Iberian Conference on Information Systems and Technologies CISTI 2014, Barcelona. IEEE.	International Conference (IDB Conference Proceedings)	Published
5) Rughiniş, C., Humă, B., Rughiniş, R., & Matei, Ş. (2014). Computer Supported Collaborative Accounts of Major Depression. Digital Rhetoric on Quora and Wikipedia. Submitted for publication in Proceedings of the 9th Iberian Conference on Information Systems and Technologies CISTI 2014. IEEE.	International Conference (IDB Conference Proceedings)	Published
6) Rughiniş, C., Rughiniş, R., Matei, Ş., Marinescu Nenciu, A. P., Digital Rhetoric in Collaborative Knowledge-Making. Proceedings of the 16th International Conference on Human-Computer Interaction HCII 2014. Crete, Greece. C. Stephanidis (Ed.): HCII 2014 Posters, Part I, CCIS 434, pp. 218–223. Springer.	International Conference (IDB Conference Proceedings)	Published
7) Rughiniş, R., & Rughiniş, C. (2014). “In My Shoes” Interaction Sandbox: Online Encounters with Blind People for Sighted Computer Science Students. Proceedings of the 16th International Conference on Human-Computer Interaction HCII 2014. Crete, Greece. Lecture Notes in Compute Science 8513: 64-74. Springer.	International Conference (IDB Conference Proceedings)	Published

8) Rughiniş, R., Matei, Ş., & Rughiniş, C. (2014b). "Smoking Does Not Make You Happy". <i>Unlearning Smoking Habits through Mobile Applications on Android OS</i> . Proceedings of the 6th International Conference on Computer Supported Education CSEDU 2014. Barcelona. INSTICC .	International Conference (IDB Conference Proceedings)	Published
9) Rughiniş, R., & Rughiniş, C. (2014). <i>Introducing accessibility for blind users to sighted computer science students The aesthetics of tools, pursuits, and characters</i> . In The 6th International Conference on Computer Supported Education CSEDU 2014. Barcelona. INSTICC.	International Conference (IDB Conference Proceedings)	Published
10) Rughiniş, C., Rughiniş, R. (2014) <i>Influence of Daily Smoking Frequency on Passive Smoking Behaviors and Beliefs: Implications for Self-Tracking Practices and Mobile Applications</i> . In <i>Revista de Cercetare și Intervenție Socială</i> 44(1): 116-131.	ISI Romanian Journal	Published
11) Rughiniş, C., Humă, B. (2014) <i>Massive Multiplayer Online Advice: Using Forums to Teach Empathy in Social Professions</i> , in The 10th International Scientific Conference eLearning and software for Education eLSE, Bucharest, April 24-25, 2014	ISI Conference (ISI Proceedings in 2010-2013, ISI indexing in progress for 2014)	Published
<i>Communities of practice and institutional forms of persuasion and knowledge</i>		
12) Toth, C., Rughiniş, C., Humă, B. , <i>Rationalité professionnelle et interprétation des entretiens dans les sciences sociales</i> (2014). In Conference Proceedings "Les Sciences Sociales et la société. Nouvelle approches de la rationalité", Editura Universității din București and Presses Universitaires de Lyon	National Conference	Published

2.1.2 Papers accepted for publication

Paper	Type of publication	Status
1) Toth, C. (2014). <i>Identity, small stories and interpretative repertoires in research interviews. An account of market researchers discursive positioning strategies</i> . Accepted for publication in <i>Journal of Comparative Research in Anthropology and Sociology</i> , 5(2).	IDB journal	Accepted for publication

2.1.3 Papers submitted for publication

Paper	Type of publication	Status
<i>Persuasion and sociological imagination in online communities</i>		
1) Rughiniş, C., Rughiniş, R., Matei, Ş. (2014) A touching app voice. Thinking about ethics of persuasive technology through an analysis of mobile smoking-cessation apps. Submitted for publication to Ethics and Information Technology. Springer.	ISI International Journal	Submitted for publication
2) Rughiniş, R., Rughiniş, C. , (2014). 'Choose Your Words Wisely.' Voice as Design Resource for Casual Existential Games. Submitted for publication in the ACM CHI Conference on Human Factors in Computing Systems CHI 2015.	IDB International Conference (A-Level)	Submitted for publication
3) Rughiniş, C., Matei, Ş, Rughiniş, R. (2014) Waiting, running, swinging: The procedural rhetoric of time in art games. Submitted for publication at The 11 th International Scientific Conference eLearning and Software for Education eLSE 2015, Bucharest.	National Conference (ISI Conference Proceedings)	Submitted for publication
4) Rughiniş, R., Marinescu Nenciu, A. P., Rughiniş, C. (2014) Every Day the Same Dream? Social Critique through Serious Gameplay. Submitted for publication at The 11 th International Scientific Conference eLearning and Software for Education eLSE 2015, Bucharest.	National Conference (ISI Conference Proceedings)	Submitted for publication
<i>Persuasion and situational imagination in scientific communities</i>		
5) Rughiniş, C. (2014) Who theorizes age? The "Socio-Demographic Variables" Device and Age-Period-Cohort Analysis in the Rhetoric of Survey-Based Social Research (manuscript). Trimis spre publicare la Journal of Aging Studies.	ISI International Journal	Decision "Revise and resubmit". Work in progress: to be resubmitted.
6) Rughiniş, C., Humă, B. , (2014) The New Physiognomy. Re-Assembling Human Nature in Experimental Research on Person Perception from Faces (manuscript)	ISI International Journal	Rejected for publication to Theory & Psychology, Sage Journals. Work in progress: to be resubmitted to Written Communication, Sage Journals.

See Appendix 1 for a full list of scientific publications (2011-2014).

2.2 Scientific communication

2.2.1 Other presentations at scientific conferences

Team member	Conference	Presented paper
1. Alexandra Deliu	6th Global Conference on Storytelling, Lisbon, Portugal	Telling stories of migration: Individual narratives of departing and returning
2. Alexandra Deliu	(Re)thinking Global Connectedness: Critical Perspectives on Globalization, Texas A&M University, Liberal Arts International Program, Doha, Qatar	Transforming social borders. Ethnicity at home and abroad
3. Cosima Rughiniș, Bogdana Humă	Revisiting On the Beginning of Social Inquiry, 10th and 11th June, 2014, Edinburgh University	Adventures in joint examinations of ‘motive’ talk and sociological analyses
4. Cosima Rughiniș, Bogdana Humă	International Conference of the Romanian Sociological Society, 8-10.05.2014, Iași	Time as a rhetorical device for empathy. Understanding major depression through presentations in digital genres
5. Ștefania Matei	International Conference of the Romanian Sociological Society, 8-10.05.2014, Iași	Going beyond the grave. The social organization of online memorials and the technological accomplishment of bereavement
6. Cosima Rughiniș, Corina Bragaru	International Conference of the Romanian Sociological Society, 8-10.05.2014, Iași	Thinking through statistical objects: ‘heritability’ and the ‘baseline of happiness
7. Cosmin Toth	International Conference of the Romanian Sociological Society, 8-10.05.2014, Iași	Rhetoric of research design in the field of market research as a border organizational technology

2.2.2 International research stages and training courses

In 2014, the following team members conducted international research stages and training courses:

- Cosima Rughiniș – research stage: Wissenschaftskolleg zu Berlin, 2-23.03.2014
- Cosmin Toth – research stage: Summer Course in Narrative Study SINS 2014, The Sandbjerg Estate, Denmark, 10-15.08.2014

2.2.3 Call for papers – Doing Things with Stories, Compaso

We have continued the inquiry on narrative construction of personal experiences and social life by elaborating a new call for papers to invite contributions that might be published in Journal of Comparative Research in Anthropology and Sociology.

Team members contributed both in elaborating the call for papers and in reviewing articles prior to entering the peer-review process.

The issue is available at: <http://compaso.eu/2014/07/15/call-for-papers-doing-things-with-stories/>

2.2.4 Pedagogical kits

We elaborated a pedagogical kit that discusses sociological imagination in a specific empirical by describing smoking as a social action.

- Rughiniş, C., Toma, E., (2014) „Why do you smoke?“ Sociological imagination and motives of smoking. Pedagogical Kit, University of Bucharest

This pedagogical kit promotes the study of smoking from multiple perspectives:

- Holistic approach to smoking: focus on social structures – institutionalization of smoking, corporatist organization of smoking
- Interpretative approach to smoking: focus on - lay theories of smoking
- Pragmatic approach: focus on smoking as a resource for social actions – analyzing types of interactions and forms of sociability

3 References

Goffman, E. (1983). The Interaction Order: American Sociological Association, 1982 Presidential Address. *American Sociological Review*, 48(1), 1–17.

Rughiniş, C., Humă, B., Rughiniş, R., & Matei, Ştefania. (2014). Computer Supported Collaborative Accounts of Major Depression. Digital Rhetoric on Quora and Wikipedia (submitted manuscript). In *The 9th Iberian Conference on Information Systems and Technologies CISTI 2014*.

Warfield Rawls, A. (1987). The Interaction Order Sui Generis: Goffman’s Contribution to Social Theory. *Sociological Theory*, 5(2), 136–149.

Warfield Rawls, A. (2011). Wittgenstein, Durkheim, Garfinkel and Winch: Constitutive Orders of Sensemaking. *Journal for the Theory of Social Behaviour*, 41(4), 396–418.

4 Appendices

4.1 Appendix 1. List of scientific publications 2011-2014

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1) Rughiniş, C., & Rughiniş, R. (2014). Nothing ventured, nothing gained. Profiles of online activity, cyber crime exposure, and security measures of end users in the European Union. <i>Computers & Security</i> , 43:111-125. Elsevier Journals. http://www.sciencedirect.com/science/article/pii/S0167404814000479	International publication (ISI journal)	Published
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3) Matei, Ş., Rughiniş, C, and Rughiniş, R., (2014a). Refreshing Quantification and other Ploys to Give Up the Habit. A Repertoire of Relations, Identities, and Rhetorical Devices in Smoking Cessation Applications . The 16th International Conference on Human-Computer Interaction HCII 2014. Crete, Greece. <i>Lecture Notes in Computer Science</i> , vol. 8512:265-276. Springer.	International Conference (ISI Conference Proceedings)	Published
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8) Rughiniş, R., Matei, Ş., & Rughiniş, C. (2014b). “Smoking Does Not Make You Happy”. Unlearning Smoking Habits through Mobile Applications on Android OS. Proceedings of the 6th International Conference on Computer Supported Education CSEDU 2014. Barcelona. INSTICC .	International Conference (IDB Conference Proceedings)	Published
9) Rughiniş, R., & Rughiniş, C. (2014). Introducing accessibility for blind users to sighted computer science students The aesthetics of tools, pursuits, and characters. In The 6th International Conference on Computer Supported Education CSEDU 2014. Barcelona. INSTICC.	International Conference (IDB Conference Proceedings)	Published
10) Rughiniş, C., Matei S. (2013). Learning through Massively Co-Authored Biographies: Making Sense of Steve Jobs on Wikipedia through Delegated Voice. In CSCS19, Bucharest. University Politehnica of Bucharest.	International Conference (ISI Proceedings)	Published
11) Rughiniş, C., Rughiniş, R. (2014) Influence of Daily Smoking Frequency on Passive Smoking Behaviors and Beliefs: Implications for Self-Tracking Practices and Mobile Applications. In Revista de Cercetare și Intervenție Socială 44(1): 116-131.	ISI Journal	Published
12) Rughiniş, C., Humă, B. (2014) Massive Multiplayer Online Advice: Using Forums to Teach Empathy in Social Professions, in The 10th International Scientific Conference eLearning and software for Education eLSE, Bucharest, April 24-25, 2014	ISI Conference (ISI Proceedings in 2010-2013, ISI indexing in progress for 2014)	Published
13) Rughiniş, C., Matei, Ş, Rughiniş, R. (2014) Waiting, running, swinging: The procedural rhetoric of time in art games. Submitted for publication at The 11 th International Scientific Conference eLearning and Software for Education eLSE 2015, Bucharest.	National Conference (ISI Conference Proceedings)	Submitted for publication

14) Rughiniș, R., Marinescu Nenciu, A. P., Rughiniș, C. (2014) Every Day the Same Dream? Social Critique through Serious Gameplay. Submitted for publication at The 11 th International Scientific Conference eLearning and Software for Education eLSE 2015, Bucharest.	National Conference (ISI Conference Proceedings)	Submitted for publication
<i>Persuasion and situational imagination in scientific communities</i>		
15) Rughiniș, C. Who theorizes age? The “Socio-Demographic Variables” Device and Age-Period-Cohort Analysis in the Rhetoric of Survey-Based Social Research (manuscript). Trimis spre publicare la Journal of Aging Studies.	ISI International Journal	Decision “Revise and resubmit”. Work in progress: to be resubmitted.
16) Rughiniș, C., Humă, B., The New Physiognomy. Re-Assembling Human Nature in Experimental Research on Person Perception from Faces (manuscript)	ISI International Journal	Rejected for publication to Theory & Psychology, Sage Journals. Work in progress: to be resubmitted to Written Communication, Sage Journals.
<i>Vocabularies of motives: situational and individual accounts</i>		
17) Bratu, R. (2013) <i>Vocabularies of happiness</i> . In Journal of Comparative Research in Anthropology and Sociology, 4(2).	IDB Journal	Published
18) Marinescu Nenciu, A. P. (2013) <i>The rhetoric of a former corporate job. How people construct their working experience in conversation</i> . In Journal of Comparative Research in Anthropology and Sociology, 4(2).	IDB Journal	Published
<i>Communities of practice and institutional forms of persuasion and knowledge</i>		
19) Toth, C., Rughiniș, C., Humă, B., <i>Rationalité professionnelle et interprétation des entretiens dans les sciences sociales (2014)</i> . In volumul colocviului “Les Sciences Sociales et la société. Nouvelle approches de la rationalité”, Editura Universității din București și Presses Universitaires de Lyon	National Conference	Published
20) Toth, C. (2014). Identity, small stories and interpretative repertoires in research interviews. An account of market researchers discursive positioning strategies. Accepted for publication in Journal of Comparative Research in Anthropology and Sociology, 5(2).	IDB Journal	Accepted for publication
21) Toth, C. (2013) <i>Rationality and irrationality in understanding human behavior</i> ; in Journal of Comparative Research in Anthropology and Sociology, 4(1).	IDB Journal	Published

22) Borlescu, A. (2011) Being a homeopath. Learning and practice in a homeopathic community. Journal of Comparative Research in Anthropology and Sociology, 2(2), 11-31.	IDB Journal	Published
23) Costache, M. (2012) Fat, fire and fluids: a research note on the objects in the everyday life of a beauty salon. Journal of Comparative Research in Anthropology and Sociology, 3(1), 81-99.	IDB Journal	Published
24) Matei, Ș. (2011) Media and migration. Layers of knowledge in Romanian written press. Journal of Comparative Research in Anthropology and Sociology, 2(2), 85-102.	IDB Journal	Published
<i>Essays</i>		
25) Marinescu, A. P. (2012) When stuff gets covered in fluff in order to build up a paradoxical existence. Journal of Comparative Research in Anthropology and Sociology, 3(1), 129-132.	IDB Journal	Published
26) Marinescu, A. P. (2012) Saleem Sinai – Number one of the 1001 Midnight’s Children, Journal of Comparative Research in Anthropology and Sociology, 3(2), 129-136.	IDB Journal	Published
<i>Quantification as a resource of inquiry and persuasion</i>		
27) Rughiniș, C. (2012) Măsurarea sociologică. Teorii și practici ale cuantificării. Iași: Polirom.	CNCSIS Romanian Library	Published