

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

(Imaginație sociologică și orientare disciplinară în cercetarea socială aplicată. O investigație în cercetarea de piață din România)

First year of the project - 2011

Scientific report

Contents

Introduction	2
Organizing the research	2
Activities and research results	2
Organizing the research	4
Theme oriented meetings	4
Dissemination.....	5
Research activities	5
Theoretical framework analysis	5
Publications	7

Introduction

The project started in October 2011. Throughout 2011, activities mainly focused on initiating and consolidating the investigation took place, comprising:

- a) organization of the research team;
- b) structuring the theoretical directions of investigation;
- c) revising and finalizing some scientific materials, leading to the publication of two IDB (International Databases) indexed articles;
- d) constructing the project's site and making it available online;
- e) elaborating a system for collaboratively working online – based on the use of instruments such as Dropbox, CheckVist, and Wiki documents (on the wikispot.org platform);
- f) administrative and reporting activities.

Organizing the research

In October – December, the research team was constituted by hiring two persons:

- Cosima Rughiniş, project manager (Scientific Researcher II);
- Cosmin Toth, research assistant.

Another 5 research assistant positions became open. They will be filled after an exam that is programmed in January 2012.

Also, two researchers began collaborating on a voluntary basis with the research team:

- Ana Maria Borlescu, PhD candidate in Sociology, University of Bucharest;
- Oana Mateescu, PhD candidate in Anthropology and History, University of Michigan.

Activities and research results

The main activities carried, as well as the results attained so far are summed up in the table below, with reference to the planned activities.

All the planned activities were accomplished, and the results were better than those anticipated.

Table 1. Activities and research results, 2011

Activity	Period (M1-36)	Anticipated results	Results for 2011
Analyzing the relevant theories	1-36	Draft review article (M4)	A draft article on the rationality of professional action – using also a previous case study regarding school counselors Translation into Romanian of an important article from the scientific literature
Establishing the research universe and selecting the respondents	1-6, 13-14, 25-26	Respondents' lists (M6) - Revised versions (M13, M25)	Propositions regarding the selection of respondents
Developing the research instruments	1-6, 13-14, 25-26	Interview guide (M6) - Revised versions of the interview guide (M13, M25)	Identifying the main areas to be explored through interviews
Empirical research	3-9 15-21 27-30	15+ interviews (M9) 30+ interviews (M21) 40+ interviews (M30)	Conducting an exploratory interview Elaborating research notes on the exploratory interview
Organizing, analysing and interpreting the data	4-10, 16-22, 28-31	Data archive (M10, M22, M31)	Development of a Wiki document for collaborative work: http://igel.wikispot.org/
Organizing 6 thematic workshops	1-3, 5-8, 13-15, 17-20, 25-27, 29-32	Semestrial thematic workshops	A thematic workshop called “Professional reflexivity” was organized (December 2011)
Scientific reports and publications - one theoretical article - two research articles - a curriculum guide	4-36	Review article: -Draft (M4), Submission (M8, 14-17, 24-27) Research report articles: -Draft (M9-10), Submission (M13-14, 20-24, 29-32)	Two scientific articles were published: Ana Maria Borlescu (2011) Being a homeopath. Learning and practice in a homeopathic community. Journal of Comparative Research in Anthropology and Sociology, 2(2), 11-31 Ștefania Matei (2011) Media and migration. Layers of knowledge in Romanian written press. Journal of Comparative Research in Anthropology and Sociology, 2(2), 85-102

Activity	Period (M1-36)	Anticipated results	Results for 2011
Project management	1-36	Periodic activity reports Periodic financial reports	Organizing the research project Reporting the 2011 phase
Communication and dissemination	1-36	Visual identity (M3) Project's website (M4)	We elaborated a first version of the project's visual identity, with the following elements: -siglă -color scheme - doc template -ppt template -wordpress template for the website Aquiring the http://igel.ro domain name (with the financial support of the Research Center for Human Resources, Management and Marketing) Placing the website online at: http://igel.ro

Organizing the research

The research team started its activity immediately after the results of the project – its funding – were made public, in October 2011.

Theme oriented meetings

Within the project, periodic meetings of the research team were organized:

- administrative meetings;
- meetings for the discussion of theoretical perspectives;
- a thematic workshop – „Professional reflexivity”.

Online instruments for collaborative work

In order to enhance the efficiency of team work, a collaborative system was structured, based on the following instruments:

- Dropbox: it allows creating archives, provides automated back-up, automated synchronization on multiple work stations, easy dissemination of documents on the Internet – these characteristics make it easier to share extended reference lists as well as shared work using common directories;
- CheckVist: it allows the organization of shared task lists;
- Collaborative documents, such as wiki: we started the collaborative redaction of a theoretical document that fundaments our research activity: <http://igel.wikispot.org/>

Other resources for scientific authors

As part of the project, we put the bases of a library that contains both online and offline resources, through purchasing the following books:

- a) Luc Boltanski, On Critique: A Sociology of Emancipation
- b) Frances A. Yates, The Art of Memory
- c) Elaine Scarry, The Body in Pain: The Making and Unmaking of the World
- d) Oliver Sacks, The mind's eye
- e) Oliver Sacks, Seeing Voices
- f) David Bohm, On Dialogue
- g) Rebecca Popenoe, Feeding Desire: Fatness, Beauty and Sexuality Among a Saharan People
- h) Gayle Salamon, Assuming a Body: Transgender and Rhetorics of Materiality

Dissemination

The website of the project was constructed and made available online. It is a platform on which the main results, as well as the project's description are shared with the public:

<http://igel.ro>

Research activities

Theoretical framework analysis

In the first three months of the project, we performed an in-depth analysis of two theoretical avenues, relevant for the current investigation:

The disciplinary profile of Sociology and of sociological market research

Arnold, S. J., & Fischer, E. (1994). Hermeneutics and Consumer Research. *Journal of Consumer Research: An Interdisciplinary Quarterly*, 21(1), 55-70.

Baines, P. R., Brennan, R., Gill, M., & Mortimore, R. (2009). Examining the academic/commercial divide in marketing research. *European Journal of Marketing*, 43(11/12), 1289-1299.

Brinberg, D., & Hirschman, E. C. (1986). Multiple Orientations for the Conduct of Marketing Research: An Analysis of the Academic/Practitioner Distinction. *Journal of Marketing*, 50(4), 161-173. Retrieved from http://faculty.fuqua.duke.edu/~willm/Classes/PhD/PhD_2007-2008/MarketingVersionOfRSvBS_0-3.pdf.

Cornelissen, J. (2002). Academic and Practitioner Theories of Marketing. *Marketing Theory*, 2(1), 133-143. doi: 10.1177/1470593102002001647.

Denzin, N. K. (1990). Presidential Address on "The Sociological Imagination" Revisited. *The Sociological Quarterly*, 31(1), 1-22. JAI Press Inc. Retrieved April 22, 2011, from <http://www.jstor.org/pss/4120868>.

Eaton, W. W. (1994). Social facts and the sociological imagination: The contributions of sociology to psychiatric epidemiology. *Acta Psychiatrica Scandinavica*, 90(s385), 25-38. doi: 10.1111/j.1600-0447.1994.tb05911.x.

Gecas, V. (1989). Rekindling the Sociological Imagination In Social Psychology. *Journal for the Theory of Social Behaviour*, 19(1), 97-115. doi: 10.1111/j.1468-5914.1989.tb00137.x.

Gouldner, A. W. (1957). Theoretical Requirements of the Applied Social Sciences. *American Sociological Review*, 22(1), 92-102. American Sociological Society.

MacInnis, D. J., & Folkes, V. S. (2010). The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies. *Journal of Consumer Research: An Interdisciplinary Quarterly*, 36(6), 899-914.

Maynard, D. W., & Schaeffer, N. C. (2000). Toward a Sociology of Social Scientific Knowledge: Survey Research and Ethnomethodology's Asymmetric Alternates. *Social Studies of Science*, 30(3), 323-370.

Mills, C. W. (1961). *The Sociological Imagination* (pp. 1-234). New York: Grove Press, Inc.

Reid, M. E. (1983). A feminist sociological imagination? Reading Ann Oakley. *Sociology of Health and Illness*, 5(1), 83-94. doi: 10.1111/1467-9566.ep11340070.

Rose, A. M. (1969). Varieties of Sociological Imagination. *American Sociological Review*, 34(5), 623-630. American Sociological Association.

Turner, S. (2000). What Are Disciplines? And How Is Interdisciplinarity Different? In P. Weingart & N. Stehr (Eds.), *Practising Interdisciplinarity* (pp. 46-65). Toronto: University of Toronto Press .

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

Interpreting interviews as situated performances

Gilbert, N., & Mulkay, M. (1980). Contexts of Scientific Discourse: Social Accounting in Experimental Papers. In K. D. Knorr, R. Krohn, & R. Whitley (Eds.), *The Social Process of Scientific Investigation*. *Sociology of the Sciences* (pp. 269-294). Dordrecht: D. Reidel Publishing Company.

Lee, Y.-J., & Roth, W.-M. (2004). Making a Scientist: Discursive "Doing" of Identity and Self-Presentation During Research Interviews. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 5(1).

Mills, C. W. (1940). Situated Actions and Vocabularies of Motive. *American Sociological Review*, 5(6), 904-913. American Sociological Society.

Mitroff, I. I. (1974). Norms and Counter-Norms in a Select Group of the Apollo Moon Scientists: A Case Study of the Ambivalence of Scientists. *American Sociological Review*, 39(4), 579-595. American Sociological Association.

Monaghan, L. F. (2002). Vocabularies of motive for illicit steroid use among bodybuilders. *Social Science & Medicine*, 55, 695-708.

Morgan, D. L. (1996). Focus Groups. *Annual Review of Sociology*, 22(1), 129-152. Annual Reviews 4139 El Camino Way, P.O. Box 10139, Palo Alto, CA 94303-0139, USA. doi: 10.1146/annurev.soc.22.1.129.

Mulkay, M., & Gilbert, G. N. (1982). Accounting for Error: How Scientists Construct their Social World when they Account for Correct and Incorrect Belief. *Sociology*, 16(2), 165-183. doi: 10.1177/0038038582016002001.

Mulkay, M., & Gilbert, G. N. (1983). Scientists' Theory Talk. *The Canadian Journal of Sociology*, 8(2), 179-197. University of Alberta.

Threlfall, D. K. (1999). Using focus groups as a consumer research tool. *Journal of Marketing Practice: Applied Marketing Science*, 5(4), 102-105.

Woolgar, S. W. (1976). Writing an Intellectual History of Scientific Development: The Use of Discovery Accounts. *Social Studies of Science*, 6(3-4), 395-422. doi: 10.1177/030631277600600306.

Yearley, S. (1988). Settling Accounts: Action, Accounts and Sociological Explanation. *British Journal of Sociology*, 39(4), 578-599. Routledge Journals for the London School of Economics and Political Science.

Publications

In the first three months of the project, the research team finalized two scientific articles that had been previously submitted for publication and had received the revise-and-resubmit decision.

Relying on the theoretical resources provided by the project and on the collaborative reflections and editing strategies and suggestions, the articles were finalized and afterwards they were accepted for publication:

- a) Ana Maria Borlescu (2011) Being a homeopath. Learning and practice in a homeopathic community. *Journal of Comparative Research in Anthropology and Sociology*, 2(2), 11-31. Available online la: <http://compaso.eu/wp-content/uploads/2011/12/Compaso2011-22-Borlescu.pdf>
- b) Ștefania Matei (2011) Media and migration. Layers of knowledge in Romanian written press. *Journal of Comparative Research in Anthropology and Sociology*, 2(2), 85-102. Available online la: <http://compaso.eu/wp-content/uploads/2011/12/Compaso2011-22-Matei.pdf>

A third article is being finalized:

- c) Cosmin Toth (2011) Professionals' Self-constructed Theories and Actual Practices. A Case Study on School Counselors' Activity.

As part of the research project, an article was translated from English into Romanian, as support for the theoretical reflections of the team:

- d) C. Wright Mills, Situated action and vocabularies of motive (Acțiune situată și vocabularii de motive). Translated by Alexandra Deliu.