



— **unexplored realities
in qualitative research**

6–8 September 2018

Conference Guide

St. Gallen

Contents

Conference Overview	4
• Wednesday, 5 September	4
• Thursday, 6 September	5
• Friday, 7 September	6
• Saturday, 8 September	7
Workshops	8
• Workshop 1: Participant Observation and Membership Roles	8
• Workshop 2: Multiple Methods in Social-Scientific Medical Research	9
• Workshop 3: Sensing Objects and Environments	10
Keynotes	11
• David Howes: Sensory Ethnography and the Method of Participant Sensation	11
• Ross Koppel: On the Four Voices Negotiating Your Medical Care	12
• Patricia A. Adler: The Demedicalization of Self-Injury	14
• Vaike Fors: Sensory Realities of Automated Technologies	16
Paper Sessions	18
• Sessions 1 – Thursday, 6 Sept., 11:00–13:00	18
• Sessions 2 – Thursday, 6 Sept., 16:30–18:30	20
• Sessions 3 – Friday, 7 Sept., 11:00–13:00	22
• Sessions 4 – Friday, 7 Sept., 14:00–16:00	24
• Sessions 5 – Saturday, 8 Sept., 9:30–11:00	26
• Sessions 6 – Saturday, 8 Sept., 14:00–15:30	28

Practical Information	29
• Accommodation	29
• Conference Venues	30
• Travel – Getting to St. Gallen	31
• Transport – Getting around in St. Gallen	32
• Other Travel-related Information	33
• Restaurants	33
• Art and City Explorations	35
• Organization and Sponsors	37
• Contact	38

Conference Overview

Wednesday, 5 September

08:30–9:45	Registration (FHS Foyer)
09:45–10:00	Welcome to the Workshops (FHS 0027, Auditorium)
10.00–16:00	Workshops
(WS1)	Participant Observation and Membership Roles (FHS 0227)
(WS2)	Multiple Methods in Social-Scientific Medical Research (FHS 0237)
(WS3)	Sensing Objects and Environments (FHS0243)
13.15–14:00	Lunch (FHS Aula)
16:00–17:00	Get-Together for Workshop Participants (FHS Aula)

Thursday, 6 September

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|-------------|---|
| 08:30–10:00 | Registration (FHS Foyer) |
| 10:00–10:45 | Welcome Adress (FHS 0027, Auditorium) |
| 11:00–13:00 | Paper Sessions 1 |
| (1a) | Senses and Perception I: Studying and Using the Senses (FHS 0027, Auditorium) |
| (1b) | Narrating the Unexplored and the Concealed I: the Past, the Present and the Future (FHS 0237) |
| (1c) | Civic Engagement and Public Spaces (FHS 0243) |
| (1d) | The Problem That Is Not There I: Sensitive Topics and Vulnerable People (FHS 0248) |
| 13:00–14:30 | Lunch (FHS Aula) |
| 14:30–16:00 | Keynote 1: David Howes
Sensory Ethnography and the Method of Participant Sensation (FHS 0027, Auditorium) |
| 16:00–16:30 | Break |
| 16:30–18:30 | Paper Sessions 2 |
| (2a) | Senses and Perception II: Sensory Environments and Affect (FHS 0027) |
| (2b) | Ethnography in Bureaucracies and Organisations: Studying Inconspicuous Moments (FHS 0237) |
| (2c) | Mediatized Realities (FHS 0243) |
| (2d) | The Problem That Is Not There II: Hidden and "Unremarkable" Domains (FHS 0248) |
| 18:30–19:15 | Get-Together for Conference Participants (FHS Aula) |

Friday, 7 September

09:00–10:30	Keynote 2: Ross Koppel On the Four Voices Negotiating Your Medical Care (Lokremise)
10:30–11:00	Break (FHS Aula)
11:00–13:00	Paper Sessions 3
(3a)	Feeling the Field I: Emotions in Ethnographic Research (Lokremise)
(3b)	Ethnography of the State (FHS 0237)
(3c)	Movement and Performance: Using Body Knowledge as Data (FHS 0243)
(3d)	Investigating Sex Work and Sexual Violence: On the Construction of Evidence (FHS 0248)
13:00–14:00	Lunch (FHS Aula)
14:00–16:00	Paper Sessions 4
(4a)	Feeling the Field II: Emotions in Qualitative Research (Lokremise)
(4c)	Visual Data I: Video and Videography (FHS 0243)
(4d)	"Non-Standard" Situations: Edgework, "Fraud" and "Failure" (FHS 0248)
16:00–16:30	Break (FHS Aula)
16:30–17:45	Board Meeting (FHS 0237) / Break
18:00–19:30	Keynote 3: Patricia A. Adler The Demedicalization of Self-Injury (Lokremise)
20:00–23:00	Conference Dinner (Tibits)

Saturday, 8 September

- 09:30–11:00 **Paper Sessions 5**
- (5a) Continuing Ethnography (FHS 0027 (Auditorium))
 - (5b) Narrating the Unexplored and the Concealed II: Interpreting Signals and Symbols (FHS 0237)
 - (5c) Visual Data II: Images and Drawings (FHS 0243)
- 11:00–11:30 Break (FHS Aula)
- 11:30–13:00 **Keynote 4:** Vaike Fors
Sensory Realities of Automated Technologies
(FHS 0027, Auditorium)
- 13:00–14:00 Lunch (FHS Aula)
- 14:00–16:30 **Paper Sessions 6**
- (6a) Studying the Inaccessible: Gatekeepers, Elite Cultures and Circles (FHS 0027, Auditorium)
 - (6b) Narrating the Unexplored and the Concealed III: Narratives, Ethnography and Organizations (FHS0237)
- 15:30–16:00 **Closing Statement** (FHS 0027, Auditorium)

Workshop 1: Participant Observation and Membership Roles

Patricia A. Adler & Peter Adler // Location: FHS 0227

Participant observation is an in-depth method of data collection that requires significant amounts of time, commitment, and/or self-involvement. What it may sacrifice in the breadth of its empirical range and statistical analysis it makes up for in both the greater understanding of how and why people perceive the world and act within it and a more meaningful examination of the theoretical analysis underlying people's selves, interactions, cultures, and the effects of social structures.

In this workshop we will begin by reflecting on a few of our major ethnographies that have employed different research roles along a spectrum of membership, from those based on complete membership (Peer Power), to active membership (Backboards and Blackboards), to peripheral membership (Wheeling and Dealing) to non-membership (The Tender Cut). The type of role researchers take may depend on their biographies, opportunities, connections, and theoretical interests, among other things. Each stance evokes different opportunities and challenges for gaining entrée, forming trust, gathering data, and critically analyzing findings.

We will then open up the discussion to the research projects of workshop participants and let the group join us in engaging in brainstorming for helpful suggestions to deal with participants' roles, problems, and conceptualizations from their settings.

Workshop 2: Multiple Methods in Social-Scientific Medical Research: On Using Qualitative Methods to Start and End Research—and Quantitative Methods In-Between

Ross Koppel // Location: FHS 0237

Prof. Ross Koppel presents some of his major research projects from 50 years of research that employed multiple methods. He will focus on studies that incorporate qualitative and quantitative research methods and will discuss how the methodological challenges of combining multiple and diverse methods can be addressed. The presentation will particularly focus on Koppel's work in medical informatics, which is the use of computer systems in healthcare, often called Healthcare Information Technology (HIT).

The course will cover the use of:

- Informal and formal observations; focus groups; shadowing; and intensive interviews
- Surveys (paper and pencil, digital and face-to-face)
- Analysis of computer logs, including logs of software clicks and keystrokes; analysis of help desk logs; analysis of requests for software changes or fixes to hospital it departments and to vendors
- Attendance at FMEA conferences (failure mode and effects analysis) meetings involving clinicians and technology use; attendance at M&M conferences (mortality and morbidity conferences in hospitals following a known error)
- Interviews with healthcare technology vendors at sales meetings conferences, and in hospitals; interviews with medical and nursing informatics directors, hospital it leaders, programmers
- Analysis of legal contracts between vendors and clinicians

Koppel will also discuss the reactions to research findings when they were published in medical journals. The second part of the course will be opened to discussions of the research projects of the workshop participants.

Workshop 3 : Sensing Objects and Environments

David Howes // Location: FHS 0243

This workshop will involve going on a ramble and encountering a collection. The objective is to experiment with a variety of different concepts and techniques of the senses that have been evolved in recent years by sensory studies scholars interested in the investigation of "atmospheres" and the "sensory life of things."

Attempts have been made to measure atmospheres by using gas liquid chromatography, for example, but they invariably fail. This is because an atmosphere is "something in-between subject and object," as the philosopher Gernot Böhme has taught us. An atmosphere is not just air, and it is not just space. It is relational and therefore cannot be objectified, only sensed. The multisensory ramble is one means for doing this. It is a composite of sightseeing, the soundwalk, the smellwalk and the touch tour all of which methodologies have been elaborated independently in the past, but are finally brought together here in St. Gallen.

The idea that objects might have a social life has been circulating for some time, and the "biography of things" approach has been developed to render an account of this. The recognition that objects also have a sensory life is more recent (though there are important historical and cross-cultural precedents). Various techniques will be demonstrated in the course of encountering a collection that will help activate the sensory life of the objects under consideration.

The route the ramble will take and the nature of the collection we shall be exploring have yet to be determined.

Keynote 1: Sensory Ethnography and the Method of Participant Sensation

David Howes (Concordia University, Canada)

Bio

David Howes is Professor of Anthropology, Co-Direstor of the Centre for Sensory Studies, and Director of the Centre for Interdisciplinary Studies in Society and Culture at Concordia University, Montreal, Canada. He holds three degrees in anthropology and two degrees in law. His main fields of research include sensory anthropology, multisensory aesthetics, culture and consumption, constitutional studies, and the anthropology of law. He has conducted field research on the cultural life of the senses in the Middle Sepik River region of Papua New Guinea, Northwestern Argentina, and the Southwestern United States. He is currently directing a research project on "Law and the Regulation of the Senses" and collaborating with new media artist Christopher Salter on a project called "Mediations of Sensation." His latest publications include *Ways of Sensing: Understanding the Senses in Society* (co-authored with Constance Classen) from Routledge, and the four-volume *Senses and Sensation: Critical and Primary Sources* compendium from Bloomsbury.

Abstract

Sensory ethnography involves a cultural approach to the study of the senses and a sensory approach to the study of culture. The senses are treated as both object of study and means of inquiry. This keynote will document how the method of sensory ethnography first took shape and has evolved within anthropology, how it has since spread to other disciplines such as sociology and religious studies, and conclude with a discussion of the multiple contexts for its use in the present, from marketing to medicine. François Laplantine offers a helpful description of the methodology of participant sensation in *The Life of the Senses*: "The experience of fieldwork is an experience of sharing in the sensible [partage du sensible]. We observe, we listen, we speak with others, we partake of their cuisine, we try to feel along with them what they experience".

Keynote 2: On the Four Voices Negotiating Your Medical Care: Your Body, Your Medical Record, Your Clinician – and, Now, Your Personal Data

Ross Koppel (University of Pennsylvania, USA)

Bio

Ross Koppel, Ph.D., FACMI has been on the faculty of the Sociology Department and an affiliate professor at the Medical School at the University of Pennsylvania since 1991. Koppel is also a Senior Fellow of the Leonard Davis Institute at Penn's Wharton School and a Senior Fellow at the Center for Public Health Initiatives of Penn's Perelman School of Medicine. Prof. Koppel is a PI on several studies of cybersecurity, including the Intel/NSF study of cybersecurity of the Internet of Things and cyber-physical systems, the NSF Project on Safe Cyber Communication (both with Penn's Engineering School) and the NSA study on circumvention of cybersecurity. He is also a leading scholar of healthcare IT (HIT) and of the interactions of people, computers and workplaces. His articles in JAMA, JAMIA, NEJM, Annals of Internal Medicine, and Chest, et cetera are considered seminal works. His focus on cybersecurity circumvention dovetails with his work on HIT because workarounds in medical settings are both pandemic and often required for medical necessities. Both research foci employ his 48 years of work in statistical analysis, research methods, surveys, ethnography, computer usability studies, data visualization interpretations, the role of HIT in facilitating errors, evaluation methods, and the sociology of work and organizations.

Abstract

We usually think of patients' medical record as objective collections of data and observations. I've previously argued that such views are limited. There are, in fact, at least three realities:

1. patients' physical condition as reflected in laboratory reports, X-rays, observations;
2. clinicians' mental models of patients' conditions, including possible diagnoses; and
3. representations of patients in the medical record... usually electronic health records (EHRs).

In this keynote presentation, I'll discuss that triangular model, and then expand it to include a fourth participant: the patient and the patient's family. The patient of course was always a stakeholder but was previously usually prevented from participating in an active role. However, the recent movement toward "open notes" – where patients are provided access to the physicians' notes and discussions – changes the landscape in several ways. Physicians, aware that they can be read by patients, may avoid belittling observations and terms, and have sometimes cloaked their comments in ways that may not be obvious to patients. On the other hand, to the extent that the notes serve primarily as a record and guide for other clinicians, any alteration or ambiguity of the notes may adversely affect patient care. Added to this, physicians and IT staff must also now develop ways of incorporating patients' efforts at corrections, additions, and demands for deletions. Last, data from wearable medical devices and patient-created data bases, adds yet another data source that some seek to incorporate as active parts of the medical record.

Keynote 3: The Demedicalization of Self-Injury

Patricia A. Adler (University of Colorado, USA)

Bio

Patricia Adler will hold a keynote address; together, Patricia and Peter Adler will conduct an ethnographic methods workshop on 5 September. Patricia and Peter Adler have written and worked together for almost 40 years. Patti is Professor Emerita of Sociology at the University of Colorado. Peter is Professor Emeritus of Sociology and Criminology at the University of Denver. Their interests include qualitative methods, deviant behavior, drugs and society, sociology of sport, social psychology, sociology of children, social theory, and work, occupations, and leisure. Together, they have published over 100 articles and books, including *Momentum* (Sage, 1981), *Wheeling and Dealing* (Columbia University Press, 1985, Second Edition 1993), *Membership Roles in Field Research* (Sage, 1987), *Backboards and Blackboards* (Columbia University Press, 1991), *Peer Power* (Rutgers University Press, 1998), *Paradise Laborers* (Cornell University Press, 2004), and *The Tender Cut* (NYU Press, 2011). The Adlers have served as Co-Presidents of the Midwest Sociological Society, as editors of *Journal of Contemporary Ethnography* (1986–1994) and as the founding editors of *Sociological Studies of Child Development* (1985–1992). Their co-edited anthologies include *Constructions of Deviance* (Wadsworth), now in its eighth edition, and *Sociological Odyssey* (Wadsworth), now in its fourth edition. In 2010, they were honored with the George Herbert Mead Award for Lifetime Achievement by the Society for the Study of Symbolic Interaction (SSSI).

Abstract

This research offers a description and analysis of the relatively hidden practice of self-injury: cutting, burning, branding, and bone breaking. Drawing on over 150 in-depth interviews and tens of thousands of Web site postings, e-mail communications, and Internet groups, we challenge the psycho-medical depiction of this phenomenon and discuss ways that the contemporary social practice of self-injury challenges images of the population, etiology, practice, and social meanings associated with this behavior. We conclude by suggesting that self-injury, for some, is in the process of undergoing a moral passage from the realm of medicalized to voluntarily chosen deviant behavior in which participants' actions may be understood better with a greater knowledge of the sociological factors that contribute to the prevalence of these actions.

Keynote 4: Sensory Realities of Automated Technologies: On How to Investigate the Often Invisible and Unspoken Aspects of Self-Tracking and Self- Driving Cars and Why We Should Do It

Vaike Fors (Halmstad University, Sweden)

Bio

Vaike Fors, Ph.D., is associate professor in pedagogy at the School of Information Technology at Halmstad University in Sweden. Fors has also been director of the Swedish centre for Applied Cultural Analysis, and is an affiliated researcher with the Digital Ethnography Research Centre at RMIT University in Melbourne, Australia, and the international Digital Data & Society Consortium. She is also part of the program office for the Swedish governmentally funded special innovation program for future smart mobilities, "DriveSweden". Her area of expertise lies in visual, sensory and design ethnography. In her pursuit to contribute to further understandings of contemporary conditions for learning with emerging technologies in everyday life, she has studied multisensory, embodied and emplaced aspects of user experiences of technologies in various research projects, such as self-tracking devices and self-driving cars. She has focused on understanding how ethnography can be tailored to be used in multi-disciplinary applied settings in research projects and publications.

Abstract

New technological possibilities associated with automated technologies such as self-tracking and self-driving cars are generating new questions and imaginaries about automated futures. Until recently, technological-driven research has dominated the field, but there is now a growing interest for hitherto neglected perspectives, for example the sensory realities of these emerging technologies. In this talk, I will discuss a theoretical-methodological approach towards researching this context based in pedagogical design anthropological theory and sensory ethnographic practice. In a series of collaborative research projects, we have developed this approach to specifically target sensory, affective, qualitative and often unspoken perspectives on self-tracking and self-driving cars; this has been helpful in both understanding how these automated technologies become implicated in both people's ongoing everyday activities and their perception of the environment and the way they feel as part of it. Through our research on people's experiences and expectations on self-tracking and self-driving cars we have learned how the use of these technologies shift people's modes of knowing and being in the world, and also suggest how we as researchers can encounter other people's non-representational worlds with them through such technologies. During this talk I will discuss empirical examples from our research to demonstrate the approach as well as lessons learned from developing this approach in an applied context.

Sessions 1 – Thursday, 6 Sept., 11:00–13:00

(1a) Senses and Perceptions I: Studying and using Senses

Location: FHS 0027 (Auditorium) // Chair: David Wästerfors

- Widening traditional theories of perception: 5, 12, 21, 28 or 33 senses?
Giampietro Gobo (University of Milan, Italy)
- Olfactory perception – a neglected sense in social research
Thomas S. Eberle (University of St.Gallen, Switzerland)
- Feels like Fabric
Monika Kritzmöller (Universität St. Gallen (HSG), Switzerland)
- Touch, Smell and Taste the Forest
Karin-Ulrike Nennstiel (Hokusei Gakuen University, Japan)

(1b) Narrating the Unexplored and the Concealed I: the Past, the Present and the Future

Location: FHS 0237 // Chair: Asta H. Rau & Jan K. Coetzee

- Deconstructing my library, unwrapping my lifeworld
Jan K. Coetzee (University of the Free State, South Africa)
- "When will I get my child back?" Exploring narratives of uncertain futures from parents with children in foster care
Tea Torbenfeldt Bengtsson (VIVE – the Danish Centre of Social Science Research, Denmark)
- The seduction of addiction: Heavy substance use outside the treatment system
Lars Fynbo, Alexandrina Schmidt (VIVE - The Danish Centre for Social Science Research, Denmark)
- "The way you make me feel" - Chances and challenges of emotions in biographical research processes
Melanie Ptatscheck (Leuphana University of Lüneburg, Germany)

(1c) Civic Engagement and Public Spaces

Location: FHS 0243 // Chair: Silvia Cataldi & Fabrizio Martire

- How people understand the meanings of terms related to social and civic engagement values
Marco Palmieri, Serena Liani (Sapienza, University of Rome, Italy)
- "I like to recycle". Exploring Facebook's affordances and constraints as perceived by Italian users involved in recycling activities
Marco Palmieri (Sapienza University of Rome, Italy), Simone Mulargia (Sapienza University of Rome, Italy), Francesca Comunello (LUMSA University, Italy), Lorenza Parisi (Link Campus University, Italy)
- Focused ethnography in contested fields: investigating public arenas of urban planning and civic participation
Ajit Jacob Singh (Leibniz Institute for Research on Society and Space (IRS), Germany)
- In Between Walls and Fences - A City Shaped by Gated Communities
David Kostenwein (Institute of Science, Technology and Policy, ETH Zurich, Switzerland)

(1d) The Problem That Is Not There I: Sensitive Topics and Vulnerable People

Location: FHS 0248 // Chair: Shalva Weil & Gerben Moerman

- How to study Femicide and Corporal Punishment when they are unrecognized, unseen, unspoken and unheard of?
Shalva Weil (The Hebrew University of Jerusalem, Israel), Gerben Moerman (University of Amsterdam, Netherlands)
- Exploring the dark side of family life: reflections from a mixed-methods study on honour-related violence
Sanja Magdalenić, Emma Strollo (National Board of Health and Welfare, Sweden)
- Research on vulnerable people and sensitive topics: a learning-by-doing process
Saadet Türkmen & Ibrahim Soysüren (University of Neuchâtel, Switzerland)

Sessions 2 – Thursday, 6 Sept., 16:30–18:30

(2a) Senses and Perception II: Sensory Environments and Affect

Location: FHS 0027 (Auditorium) // Chair: Thomas S. Eberle

- Sensory Methodologies for Researching Affective Atmospheres in Higher Education Institutions.
Dalal Elarji, Christoph Michels (University of Liechtenstein, Liechtenstein)
- Affects: Analyzing the Sensual Infrastructures of Social Reality
Veronika Zink, Konstanze Senge (Martin-Luther Universität Halle-Wittenberg, Germany)
- Tools for the study of societies: emotions, argumentation, and speech acts
Frédéric Christian Henry Minner (Institute of Sociological Research, University of Geneva, Switzerland)
- Immersion Environments for Experimental Research in the Social Sciences: Can Technology Facilitate the new Understanding of Social Phenomena?
Jörgen Sparf, Evangelia Petridou (Mid Sweden University, Sweden)

(2b) Ethnography in Bureaucracies and Organisations: Studying Inconspicuous Moments

Location: FHS 0237 // Chair: Ross Koppel

- Witness and silence in neuromarketing: managing the gap between science and its application
*Jonna Brenninkmeijer (University of Groningen, The Netherlands),
 Tanja Schneider (University of St. Gallen, Switzerland), Steve Woolgar (Linköping University, Sweden)*
- Calendar elicitation – highlighting the taken-for-granted routines of workplace meetings
Erika Andersson Cederholm, Malin Åkerström (Lund University, Sweden)
- Rationality over every day practice: bureaucratic aesthetics in Human Service Organizations
Katarina Jacobsson (Lund University, Sweden)

(2c) Mediatized Realities

Location: FHS 0243 // Chair: Giampietro Gobo

- Everyday Transcendent Digital Worlds – Phenomenological Investigations of Virtual Realities
Jochen Dreher (University of Konstanz, Germany)
- Self-knowledge through 'apptic sensations.' Proposition for investigating the intertwining of the social, biological, and digital in everyday life
Laetitia Della Bianca (Université de Lausanne, Switzerland)
- The Multiplicity of Backstage Spaces at School: Towards a media-sensitized approach to in-betweenness
Maria Schlechter (University of Vienna, Austria)
- Against Big Data? Using Multimodal Content Analysis to reconstruct a semantic of hashtags
Gevisa La Rocca (University of Enna "Kore", Italy)

(2d) The Problem That Is Not There II: Hidden and "Unremarkable" Domains

Location: FHS 0248 // Chair: Gerben Moermann & Shalva Weil

- The Devil, Possession and Exorcism: Cobbling a Spiritual Order. Innovative Ethnography in the study of possession experiences.
Giovanni Monteduro (UniSalento, Italy)
- I want shorter school days; and my mom and dad voted for someone who will change it
Mikkel Giver Kjer, Chantal Pohl Nielsen (The Danish Center for Social Science Research)
- Almost unaware, not thought, unnamed. The silent work of experiencing and why sociologists missed it.
Vincenzo M. B. Giorgino (University of Torino, Italy)
- Conceptual innovation and deep ignorance: A view from the history and philosophy of science
Karim Bschor (ETH Zurich, Switzerland)

Sessions 3 – Friday, 7 Sept., 11:00–13:00

(3a) Feeling the Field I: Emotions in Ethnographic Research

Location: Lok // Chair: Margarethe Kusenbach

- Embarrassing ethnography
David Wästerfors (Lund University, Sweden)
- (Un)seen emotions of fear in (in)secure urban places
Mandy Töppel, Gabriela Christmann (Leibniz Institute for Research on Society and Space, Germany)
- 'Presensing' the Intensities of Entrepreneurship: Tracing Relational Affect in Embodied Research of Art Entrepreneurship
Christina Lüthy (University of St. Gallen, Switzerland)

(3b) Ethnography of the State

Location: FHS 0243 // Chair: Christoph Maeder & Eva Nadai

- Towards the Ethnography of the State: A Programmatic Statement
Eva Nadai (Hochschule für Soziale Arbeit / FHNW, Switzerland), Christoph Maeder (Pädagogische Hochschule Zürich, Switzerland)
- Officials, lonely wolves, teamplayers or lansquenets? The social order in german homicide squads
Jo Reichertz (Institute for Advanced Humanities, Germany)
- Workplace Court – Strategies of social workers to implement their professional knowledge in judicial practice in the specific field of child and adult protection
Julia Emprechtinger (University of Applied Sciences Western Switzerland, School of Social Work, Switzerland)
- Educational Transitions to General Upper Secondary Education in German-Speaking Switzerland -- A Multilevel Comparative Case Study Analysis
Sabine Hoidn (University of St. Gallen, Switzerland)

(3c) Movement and Performance: Using Body Knowledge as Data

Location: FHS 0243 // Chair: Silvia Cataldi

- Moving with children – an ethnographic approach
Else Ladekjær (VIVE, Denmark)
- One-time training as a research method to explore the process of tacit knowledge transmission
Honorata Jakubowska, Justyna Kramarczyk, Krzysztof Mączka, Małgorzata Kubacka, Ariel Modrzyk (Adam Mickiewicz University, Poland)
- Hidden Present, Visible Absent in The City of Dreams: Assembling the Collective Imagination
Johanna L. Degen (Europauniversität Flensburg, Germany), Andreas Jan Jaszczuk (Adnovo)
- The Scenic Route – A Performative Approach to Silent Knowledge
Serafina Morrin (Alice-Salomon-Hochschule Berlin, Katholische Hochschule für Sozialwesen Berlin, Deutschland)

(3d) Investigating Sex Work and Sexual Violence: On the Construction of Evidence

Location: FHS 0248 // Chair: Lars Fynbo

- The business of untold stories: Exploring the role of narrative imagination in research concerning male prostitution
Theresa Dyrvig Henriksen (University of Copenhagen, Denmark), Ditte Andersen (VIVE – The Danish Center for Social Science Research)
- Making Truth about Prostitution
Mark B. Bibbert (Universität Kassel, Germany)
- On the Construction of Evidence: Medical Practices of Identifying Sexual Violence
Christoph Sucherdt (Universität Kassel, Germany)

Sessions 4 – Friday, 7 Sept., 14:00–16:00

(4a) Feeling the Field II: Emotions in Qualitative Research

Location: Lok // Chair: Margarethe Kusenbach

- Managing emotions when using solicited diaries in panel studies
Ozana Cucu-Oancea (Institute of Sociology, Romanian Academy, Romania)
- Talking with kids about substance use. Managing worries in an interview
Sabrina Wyss, Nikola Roth, Andreas Pfister (Lucerne University of Applied Sciences and Arts, Switzerland)
- Former extremist meets current extremist. Phenomenological and autoethnographical reflections.
Ümit Necef (University of Southern Denmark, Denmark)

(4c) Visual Data I: Video and Videography

Location: FHS 0243 // Chair: Ajit J. Singh

- The gesture in the classroom setting: between opacity and transparency
Regula Fankhauser, Angela Kaspar (PH Bern, Switzerland)
- Ethnography of String Quartet Playing
Theresa Vollmer (TU Berlin, Germany)
- Neglected Enacted Meta-Commentaries in juvenile youth cultures
Maud C. Hietzge (University of Education, Germany)
- Pitfalls and opportunities of using 360° video for research: The case of territorial stigmatization in Cape Town
Hervé Roquet (ETHZ, Switzerland)

(4d) "Non-Standard" Situations: Edgework, "Fraud" and "Failure"

Location: FHS 0248 // Chair: Tea Torbenfeldt Bengtsson

- Ethnography at the Edge: A confessional tale of methodological challenges encountered when relying on fieldwork to investigate violence-promoting Islamist extremism
Henriette Frees Esholdt (Lund University, Sweden)
- The research interview as a frame of fraud
Christopher Schlembach (University of Vienna, Austria)

Sessions 5 – Saturday, 8 Sept., 9:30–11:00

(5a) Continuing Ethnography

Location: FHS 0027 (Auditorium) // Chair: Gerben Moerman & Archana Ramanujam

- Setting up a Comparative, Collaborative and Continuing Ethnography-
Gerben Moerman, Archana Ramanujam, Gerlieke Veltkamp, Christian Bröer (University of Amsterdam, Netherlands)
- Conceptualizing Time in Qualitative Longitudinal Health Experience
 Studies: A Review
Archana Ramanujam, Stefano Giani, Christian Bröer (University of Amsterdam, Netherlands)
- Exploring an epistemology of desire lines for ethnography in neoliberal times
Sevasti-Melissa Nolas, Christos Varvantakis (Goldsmiths, University of London, United Kingdom)

(5b) Narrating the Unexplored and the Concealed II: Interpreting Signals and Symbols

Location: FHS 0237 // Chair: Jan K. Coetzee & Asta H. Rau

- Mining the metaphor: Unearthing the concealed in participant narratives
Asta H. Rau (University of the Free State, South Africa)
- Responses of British Audiences to Humanitarian Aid Advertisements: An Interpretive Phenomenological Analysis
Khondker Suraiya Nasreen (1) University of Hull United Kingdom. (2) ZHAW University Institute of Marketing Management, Switzerland
- Religious Affiliation and the Use of Sacred Texts in Social Research Interviews
Maged Zakher (The University of Northampton, United Kingdom)

(5c) Visual Data II: Images and Drawings

Location: FHS 0243 // Chair: Katarina Jacobsson

- The 'Fine-Tuning' Ethnographic Method: Practice, Principles and Procedures
Ricardo Ayala (Ghent University, Belgium)
- Exploring Visual Thinking
Claudia Scheid (PH Bern, Switzerland)
- Italian women and the power of relational capital- a picture analysis
Johanna Lisa Degen (Europauniversität Flensburg, Germany), Alessandra Rigolini (University of Pisa, Italy), Hannah Möltner (University of Kassel, Germany), Huse Morten (Norwegian Business School, Norwegen)

Sessions 6 – Saturday, 8 Sept., 14:00–15:30

(6a) Studying the Inaccessible: Gatekeepers, Elite Cultures and Circles

Location: FHS 0027 (Auditorium) // Chair: tbd.

- How to grasp the bygone? A sociology of knowledge approach to past communicative knowledge cultures
Tilo Grenz, Niklaus Reichle (University of Vienna, Austria)
- Research in the families of the Russian business elite: Protecting privacy, but seeking social recognition
Elena Rozhdestvenskaya (National Research University Higher School of Economics, Russian Federation)
- Access, trust and stigma in researching civil society elites
Malin Arvidson, Anders Uhlin (Lund University, Sweden)

(6b) Narrating the Unexplored and the Concealed III: Narratives, Ethnography and Organizations

Location: FHS 0237 // Chair: Jan K. Coetzee & Asta H. Rau

- The reflexive relationship between narratives of identity: A theoretical contribution to narrative methodology based on an ethnographic fieldwork in prisons
Nichlas Permin Berger (VIVE – The Danish Center for Social Science Research, Denmark)
- Stories about mentally distressed employees. Exploring collective sense-making in the workplace on the basis of narratives
Anna Gonon (University of Applied Sciences Northwestern Switzerland, Switzerland)
- Behind closed doors and curtained windows – challenges of researching mental illness-related stigma
Anna Prokop-Dorner (Jagiellonian University, Poland)

Practical Information

Accommodation

The conference will take place in St.Gallen, Switzerland.

For your stay in St.Gallen, we recommend the hotels listed below. In each of them, we have reserved a number of rooms for congress participants. Please book early, as these rooms are only reserved until a specific date (indicated below). To get one of these rooms, mention that you have registered for this conference. Even if these rooms are not available anymore, do mention that you participate in this congress (organized by the University of St.Gallen) to profit from lower room rates. All of the recommended hotels are within a walking distance of fewer than 15 minutes from the congress venue:

- Hotel City Weissenstein – [Link](#)
Davidstrasse 22, 9000 St.Gallen
cityweissenstein@sorellhotels.com – [Email](#)
(rooms reserved until 16 June 2018)
- Hotel Vadian – [Link](#)
Gallusstrasse 36, 9000 St.Gallen
info@hotel-vadian.com – [Email](#)
(rooms reserved until 14 July 2018)
- Hotel Walhalla – [Link](#)
Bahnhofplatz/Poststrasse 27, 9001 St.Gallen
info@hotelwalhalla.ch – [Email](#)
(rooms reserved until end of July)
- Hotel Dom – [Link](#)
Webergasse 22, 9000 St.Gallen
info@hoteldom.ch – [Email](#)
(rooms reserved until 6 August 2018)

- Hotel Einstein – [Link](#)
Wassergasse 7, 9000 St.Gallen
hotel@einstein.ch – [Email](#)
(rooms reserved until 6 July 2018)
- As AirBnB is generally safe and of high quality in Switzerland.

The St.Gallen tourist office provides additional information on accommodation – [Link](#)

Map

The link below leads to a Google Map of St.Gallen on which all venues and hotels have been indicated: [Map](#)

Conference Venues

The conference will mostly take place in the main building of the FHS University of Applied Sciences St.Gallen (as the University of St.Gallen is occupied by another large conference) and the Lokremise. The large, beige high rise of the FHS is located right next to the train station of St.Gallen. One of the train station underpasses leads directly to the building. If you arrive by train from Zurich, you can see the building to your left. You'll find a cafeteria and a café on its ground floor. The spacious library on the first floor is open to the participants.

The [Lokremise](#) building will be used only on Friday for the keynotes and some sessions. It's the oldest railway roundhouse in Switzerland, now hosting an art space, an arthouse cinema, two large theatre spaces and a restaurant. There are two art exhibitions, one of them literally an hidden space to be explored. Both venues located very close to each other (4 minutes walking distance).

The conference dinner will take place at the [Tibits restaurant](#) St.Gallen close to the train station.

- Lokremise St Gallen: Grünbergstrasse 7, 9000 St. Gallen
- FHS St. Gallen: Rosenbergstrasse 59, 9000 St. Gallen
- Tibits St. Gallen: Bahnhofplatz 1A, 9000 St. Gallen

Travel – Getting to St. Gallen

By airplane:

Fly to Zurich Airport (ZHR) from which regular direct train connections will take you to St.Gallen in under an hour. The train station ("Zurich Flughafen"/"Zurich Airport") is directly accessible from the airport. Alternatively, one could fly to Geneva airport (GVA), but the regular (and also direct) train connection to St.Gallen takes four hours. See below on buying train tickets.

By train:

Take a train to the main station of St.Gallen, from which the hotels and conference venue are easily accessible. Consult the [online timetable of the Swiss Federal Railways \(SBB\)](#) to look for train connections. When typing in the destination, it will suggest various combinations of St.Gallen with other names that stand for smaller stations in St.Gallen's vicinity. Just use plain "St. Gallen" for the main station. Coming from Paris, Milano or parts of Germany and Austria, you might consider arriving by long-distance train connections, also accessible through the SBB website.

Buying train tickets:

There are four ways to do this: At larger train stations, visit one of the SBB counters. Alternatively, there are SBB ticket machines readily available at the train stations (operating in four languages, incl. English). You can buy the ticket also [online on the SBB website](#). Or, lastly, [download the "SBB Mobile" app](#) (in the Apple or Google Stores) and buy a ticket through the app, this requiring setting up an account. You can also download the app to simply access timetables (possible without creating an account). Buy a full price one-way ticket to St.Gallen. They are valid for one trip on the specific day you selected when buying (but they are valid throughout the entire day). If you buy through the online website or the app, you can get discounted tickets, but their validity is additionally restricted to one specific train connection (at a specific time).

By long-distance bus connections:

Consult either the website of Eurolines (<https://www.eurolines.de/en/home>) or Flixbus (<https://www.flixbus.com/bus/st-gallen>). On the way to Zurich (enter this as final destination), the Euroline busses stop in St.Gallen right at the conference venue.

By car:

Take the motorway exit at "St.Gallen/Kreuzbleiche". Once through the tunnel, use the very left lane. After the traffic light, drive straight ahead for about 250 m and then turn right into "Klubhausstrasse" and then left again into "Lagerstrasse". This leads to you an overground car parking and an underground car parking, the latter named "CityParking Bahnhof" and located right below the conference venue. There is, however, only very limited and expensive parking space at the venue. It's best to use the parking provided by the hotel (if it does provide parking), as parking in car parks is expensive and public parking often hard to find. Use this link to see in which parking garages there are spaces left (<http://www.pls-sg.ch/parkraeume>). The following parking garages are closest to the venue: "24 Bahnhof" (right below the conference venue), "22 Rathaus" (at the trainstation), "25 Kreuzbleiche" (5 minutes walk), "21 Neumarkt", and "23 Manor".

Transport – Getting around in St. Gallen

The town centre, the hotels we suggested, and the conference venue are easily accessible by walking. There are, however, numerous bus lines connecting the town centre with the outer neighbourhoods (the central node being at the main train station). Bus tickets can be bought at the vending machines on the busses (or at major bus stations). Busses run frequently. If you want to consult the time tables, use the following link (<https://www.stadt.sg.ch/home/mobilitaet-verkehr/bus-bahn/verkehrs-betriebe-vbsg.html>).

Other Travel-related Information

Currency:

All conference fees are due in Swiss Francs, the local currency (abbreviated as CHF or SFr.). As St.Gallen is also a tourist destination, some restaurants will accept Euros, but only return the change in Swiss Francs. Most businesses only accept and use Swiss Francs.

Banks and ATMs:

Most banks are open from 9AM to 4:30 or 5 PM. The ATMs closest to the conference venue can be found in the main building of the train station or the main post office.

VISA for Switzerland:

To check if you require a visa to enter Switzerland, please consult this website: <https://www.ch.ch/en/entering-switzerland-visa>

Emergency Services:

- 117 Police
- 118 Fire department
- 144 Emergency rescue service (ambulance)
- 112 common emergency telephone number

Further Questions:

For all and any further inquiries and uncertainties, please do not hesitate to contact the organising team via unexplored-realities@unisg.ch

Restaurants

Restaurants on upper floor of historic old town buildings (expensive)

- Goldenes Schäfli – [Link](#) – [Map](#)
- Wirtschaft zur alten Post – [Link](#) – [Map](#)
- Restaurant Schwarzer Adler – [Link](#) – [Map](#)
- La Follia – [Link](#) – [Map](#)

Around the conference venue/across the railway tracks

- "Lokal" in the Lokremise – [Link](#) – [Map](#)
- Militärkantine – [Link](#) – [Map](#)
- Restaurant Lagerhaus – [Link](#) – [Map](#)
- Perron Nord – [Link](#) – [Map](#)

East of the historic town centre

- Kafi Franz – [Link](#) – [Map](#)
- Mediterranean: Limon – [Link](#) – [Map](#)

Close to/within the historic town centre

- Marktplatz – [Link](#) – [Map](#)
- Burger: Stickerei – [Link](#) – [Map](#)
- Drahtseilbähnli – [Link](#) – [Map](#)
- Indian Palace – [Link](#) – [Map](#)
- Sushi Bar Wasabi/Japan House Edo – [Link](#) – [Map](#)
- Schwarzer Engel – [Link](#) – [Map](#)
- Focacceria – [Link](#) – [Map](#)
- Fondue Beizli – [Link](#) – [Map](#)

Italian (pizza and pasta)

- San Lorenzo – [Link](#) – [Map](#)
- La Bocca – [Link](#) – [Map](#)
- Schwanen Pizzeria Risotteria – [Link](#) – [Map](#)

Italian

- Baratella – [Link](#) – [Map](#)
- Facincani – [Link](#) – [Map](#)
- La Vigna – [Link](#) – [Map](#)

Art and City Explorations

Things to do at the Lokremise (part of the conference venue):

The Lokremise is home to one permanent installation, the House of Friction (Pumpwerk Heimat) by Christoph Büchel, situated in the old water tower adjacent to the Lokremise, as well as a seasonal exhibit presented by the Kunstmuseum St. Gallen in the Lokremise building itself. For more information concerning both exhibits, please visit the [Kunstmuseum website](#). The combined entry fee for both exhibitions is CHF 6.–, to be paid at the counter of the art museum inside the Lokremise.

The installation in the water tower (“Wasserturm”) is accessible for exploration. A visit entails walking, climbing and sliding through a multi-story flat built into the water tower in unconventional ways—literally a hidden and unexplored space. Wear solid shoes. There might be some stains on your clothing after a visit. You need to get the keys inside the Lokremise at the counter of the art museum. Please note that a visit involves a lot of physical activity, so a level of agility and physical fitness (you’ll need to climb a ladder and to slide down a pole) is required, and some of the spaces may feel rather small. Check with the employee at the counter if you are fit enough for the visit. The visit is at your own risk.

The seasonal exhibit in the Lokremise currently features a piece by Olaf Nicolai named “That’s a god-forsaken place; but it’s beautiful, isn’t it?”.

Things to do in the city and the surroundings:

- In St.Gallen: visit the [Abbey Library](#) in the [abbey precinct](#) and walk through the historic town centre
- Cinema: [Kinok](#) in the [Lokremise](#) (part of the conference venue)
- Concerts: [Palace](#)
- Art: [Art Museum](#), [Textile Museum](#), [Kunsthalle](#)
- Cafés, amongst many: tiny [Bistro Piz](#), on the way from the hotel to the conference venue, and [Café St.Gall](#), located next to the public library on the first floor of the post office building across the train station.
- Traditional rural architecture and culture: Visit the nearby town of [Appenzell](#) (1 hour by car or train)
- Mountains: visit the [Säntis](#) nearby (1 h 15 min by car or train to “[Schwägalp](#)”)
- Lakes: visit the [Lake Constance](#), e.g. at [Rorschach](#) (15 min by train; train station “[Rorschach Stadt](#)”, walk through the small town to the lake; café in town: [Treppenhaus](#))
- For further information, consult this [city guide](#)

Organization and Sponsors

The conference is organized by the Research Network "Qualitative Methods" of the European Sociological Association and the the Research Committee "Interpretative Sociologies" of the Swiss Sociological Association, in cooperation with the section "Sociology of Knowledge" of the German Sociological Association.

The organizing team in St.Gallen consists of: Dr. Florian Elliker and Niklaus Reichle (M.A.) (both University of St.Gallen), with the support of Prof. Dr. Peter Schallberger (University of Applied Sciences St.Gallen), Prof. Dr. Christoph Maeder (Zurich University of Teacher Education), and Prof. em. Thomas S. Eberle (University of St.Gallen).

The conference is supported by the following institutions:

- University of St.Gallen (HSG), Switzerland
- Swiss National Science Foundation
- University of Applied Sciences FHS St.Gallen, Switzerland
- Swiss Academy of Humanities and Social Sciences
- Swiss Sociological Association
- European Sociological Association
- Section "Sociology of Knowledge" (German Sociological Association)
- Field Notes

Contact

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For further information, please contact the conference team. For academic matters, contact Florian Elliker and Niklaus Reichle, for administrative matters Rahel Frischknecht, Philipp Gehrig and Christoph Heinemann:

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