



**HKU Constituent Theme
Languages, Media and Communication:
Language in Education and Assessment**

Workshop

Using Conversation Analysis as a Tool for Data Analysis: Common Problems and Pitfalls

Speaker: Professor Paul Drew
*Department of Sociology
University of York, UK*

Abstract

Last year when I visited HKU, I talked about the application of Conversation Analysis (CA) as a method for investigating a wide variety of settings and issues in social life. This year I have been asked to reflect on some of the difficulties in applying CA, some of its 'problems and pitfalls'. I'll first summarise some of the applications and advantages of CA in the context of the conversation between President George Bush and Prime Minister Tony Blair, at the G8 meeting in St Petersburg in July last year – the famous *Yo Blair* conversation. My reflections on the difficulties associated with using CA will focus on access; collections (not single cases); comparative analysis; the 'politics' of action; and the limitations of sequence analysis. I will illustrate these issues throughout with practical examples from a wide range of (ethnographic) settings.

Professor Drew is a leading scholar internationally in Conversation Analysis and its application to the study of language, interaction and communication. He is currently working in two research areas, on affiliation and disaffiliation in interaction - this in collaboration with linguists at the University of York; and medical interaction in a variety of clinical settings, including primary care, diabetes and ENT oncology clinics (projects funded by the ESRC and Department of Health respectively). Although he has lectured at York since 1973, Paul Drew has held visiting positions at universities and research centres in the US, the Netherlands, Denmark, Sweden and Finland. He regularly teaches graduate training workshops and summer schools in CA, most recently in Denmark, Japan and the US. He is on the editorial boards of a number of international journals; and is editor, with John Gumperz, of Cambridge University Press's series *Studies in Interactional Sociolinguistics*.

Professor Drew's visitorship to the University is funded by the HKU Constituent Theme – Languages, Media and Communication: Language in Education and Assessment, co-hosted by the Faculty of Arts and the Faculty of Education in collaboration with the English Centre, HKU (www.hku.hk/clear).

14 December 2007 (Friday), 2 - 4 pm
LG02, Hui Oi Chow Science Building, The University of Hong Kong
Chair: Dr Chris Davison, Faculty of Education, HKU

Registration: www.hku.hk/clear/drew.html
All postgraduate students and interested parties are welcome.
Enquiries: 2859 2395/ scarletws@hku.hk (Miss Scarlet Poon)