"Difference and Deviance and Threat, Oh My!"
MAXQDA-ing Media Discourses of Social Death about Marginalized Youths in Sweden & the U.S.
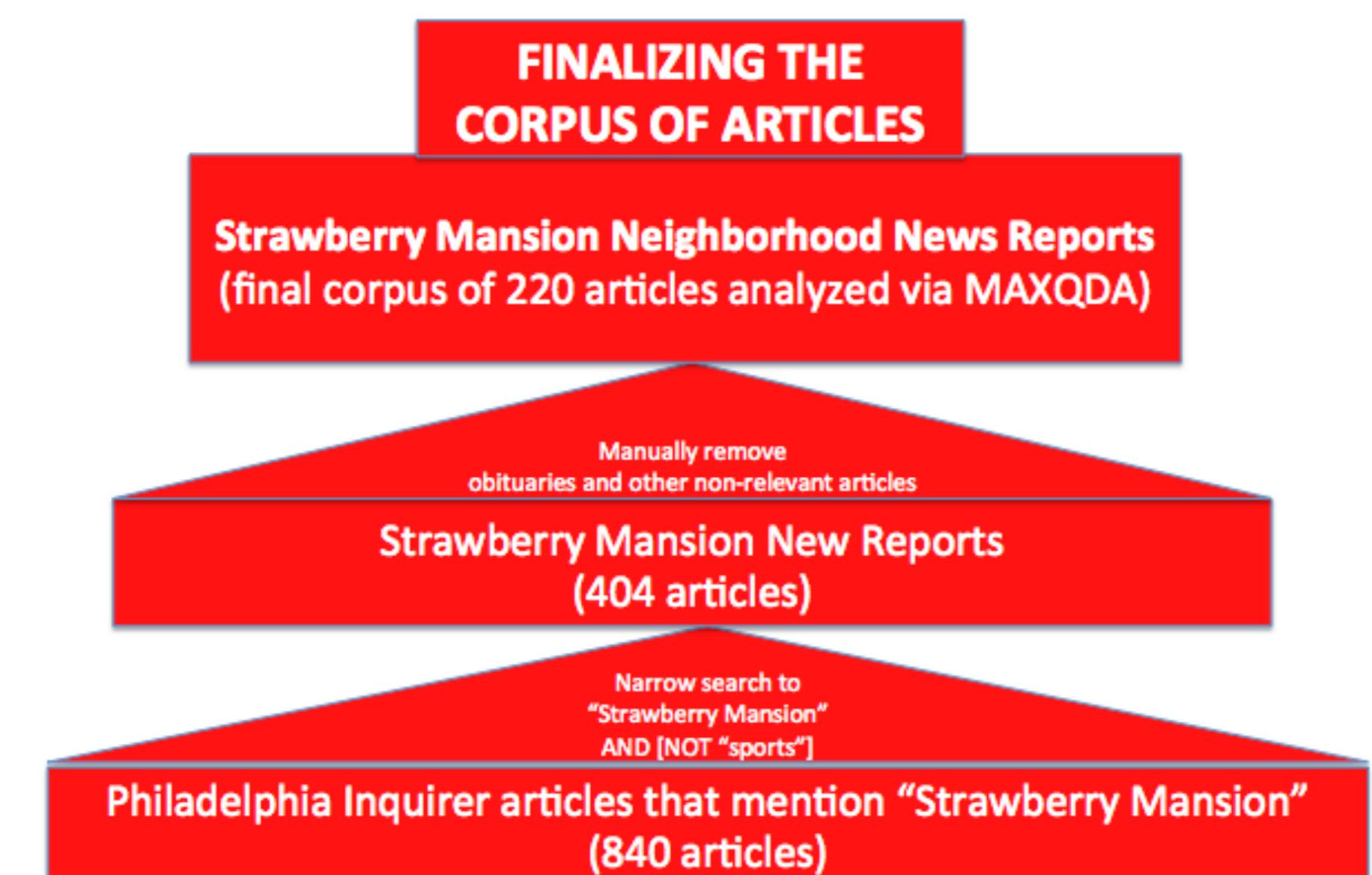### (by L. Janelle Dance, University of Nebraska-Lincoln, Lund University-Sweden)

MAXconceptualizing "SOCIAL DEATH"

My research focuses upon teenagers in Sweden and the U.S. from marginalized urban communities. Like Cole Sear from the feature film *The Sixth Sense*, I feel that I am describing something that others cannot see: *"I see teenagers from marginalized backgrounds…walking around as complex human beings. They talk to me; they tell me things!"* However, mainstream media discourses depict these complex, vibrant teens as if they are socially dead. Together with a team of researchers, I am using MAXQDA to facilitate a Critical Discourse Analysis of American and Swedish newspapers.

Scholarly conceptualizations of "social death" are listed below; MAXQDA helps us to literally read between the lines of newspaper articles for words, rhetoric, quotes, etc., conveying this concept. This poster portrays our MAXQDA driven review of a corpus of 220 articles (in *The Philadelphia Inquirer* from 1998 to 2005) about a marginalized Black American community called Strawberry Mansion:
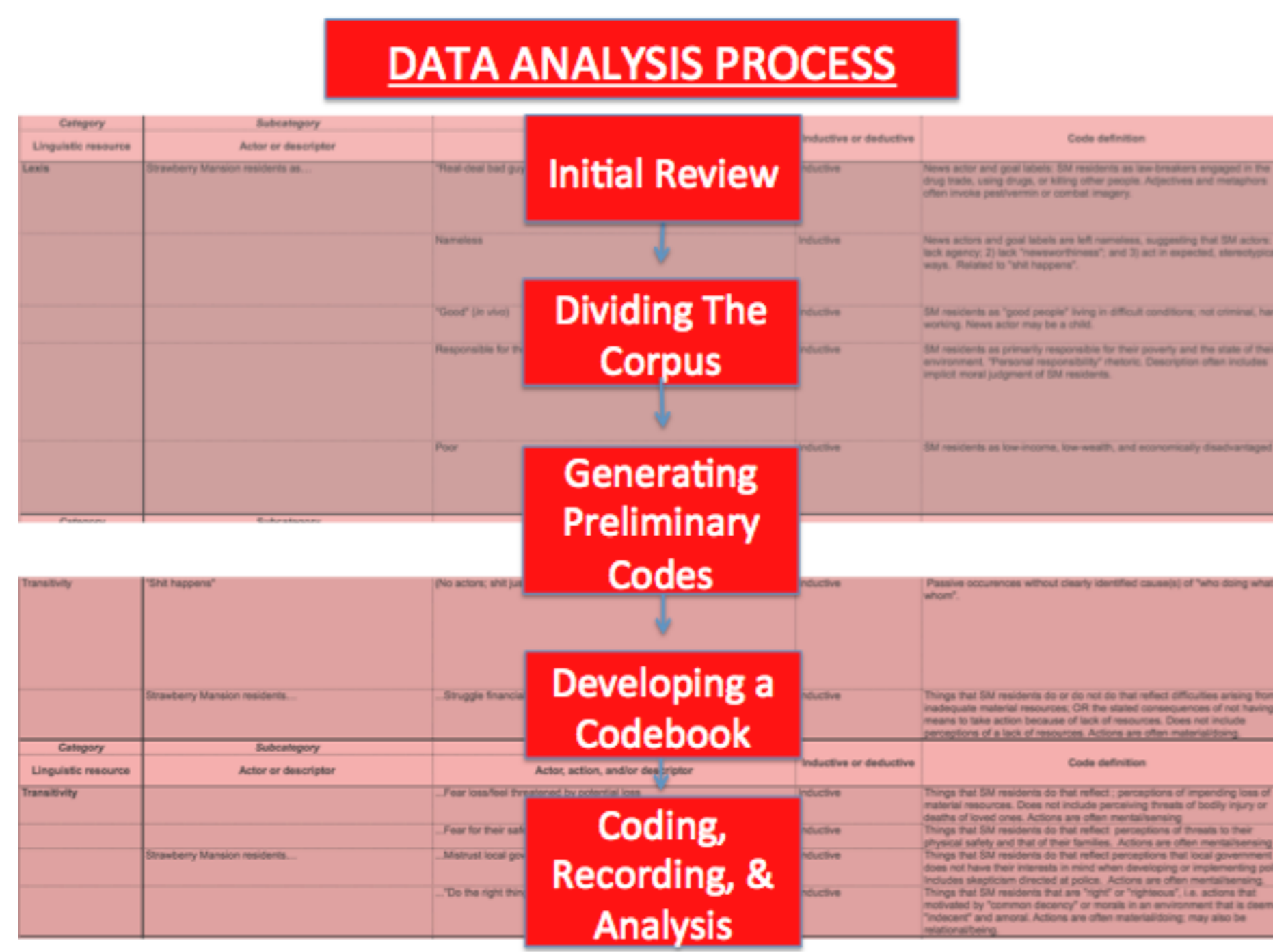
FINALIZING THE CORPUS OF ARTICLES

Strawberry Mansion Neighborhood News Reports
(final corpus of 220 articles analyzed via MAXQDA)

Manually remove obituaries and other non-relevant articles

Strawberry Mansion New Reports
(404 articles)

Narrow search to "Strawberry Mansion" AND [NOT "sports"]

Philadelphia Inquirer articles that mention "Strawberry Mansion"
(840 articles)

SOCIAL DEATH

The socially dead are those "haunted…by a nagging sense of nobodyness."

Martin Luther King, Jr.

Those regarded as socially dead are treated as non-persons without the "rights to have rights."

Hannah Arendt

The socially dead are those who are denied "a self that ought to be defended."

Judith Butler

Similar to King (1967), Arendt (1951), and Butler (2014) quoted directly above, Orlando Patterson depicts social death as a state of social negation, depersonalization, and nonbeing (1982). Likewise, Lisa Marie Cacho describes those in the predicament of social death as *"persons ineligible for Personhood"* (2012).

MAXanalysis OF DATA

DATA ANALYSIS PROCESS

- Initial Review
- Dividing The Corpus
- Generating Preliminary Codes
- Developing a Codebook
- Coding, Recording, & Analysis

MAXcoding MEDIA DISCOURSES

Key Concepts, Discourse Analysis Categories & MAXQDA Codes

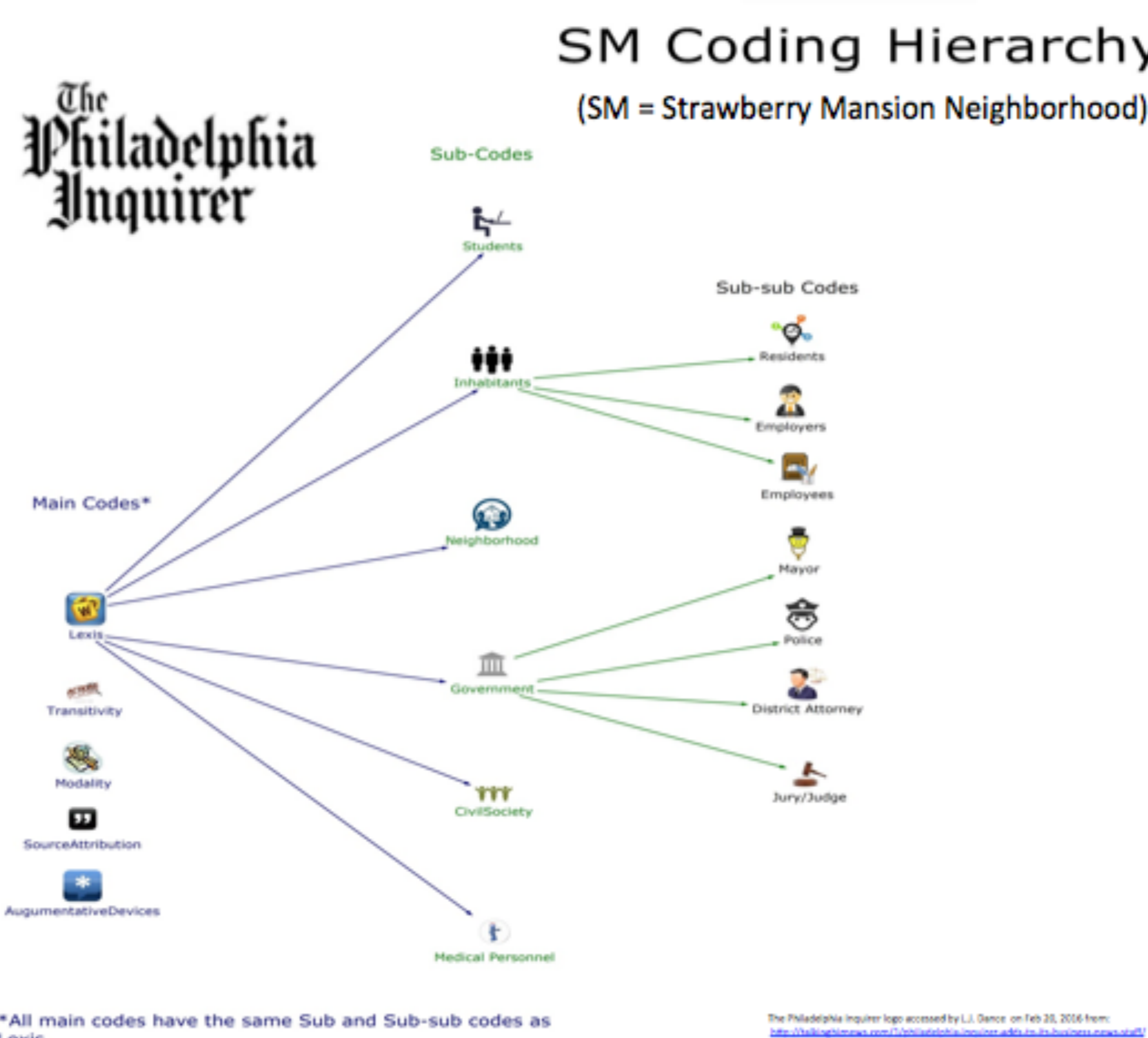**Concepts:** Social Death, Urban Marginality, Immigrants, Minorities

Main-Codes & Discourse Analysis Categories: Lexis (e.g., word choice), Transitivity (e.g., who does what to whom, projected agency or lack thereof, etc.), Modality (e.g., a moral use of quantitative descriptions such as "*horde* of teens" instead of "*group* of teens"), Source Attribution (i.e., whom the reporters are citing), Argumentative Devices (e.g., rhetorical statements establishing rapport with reader, constructing a "we" vs. "they")

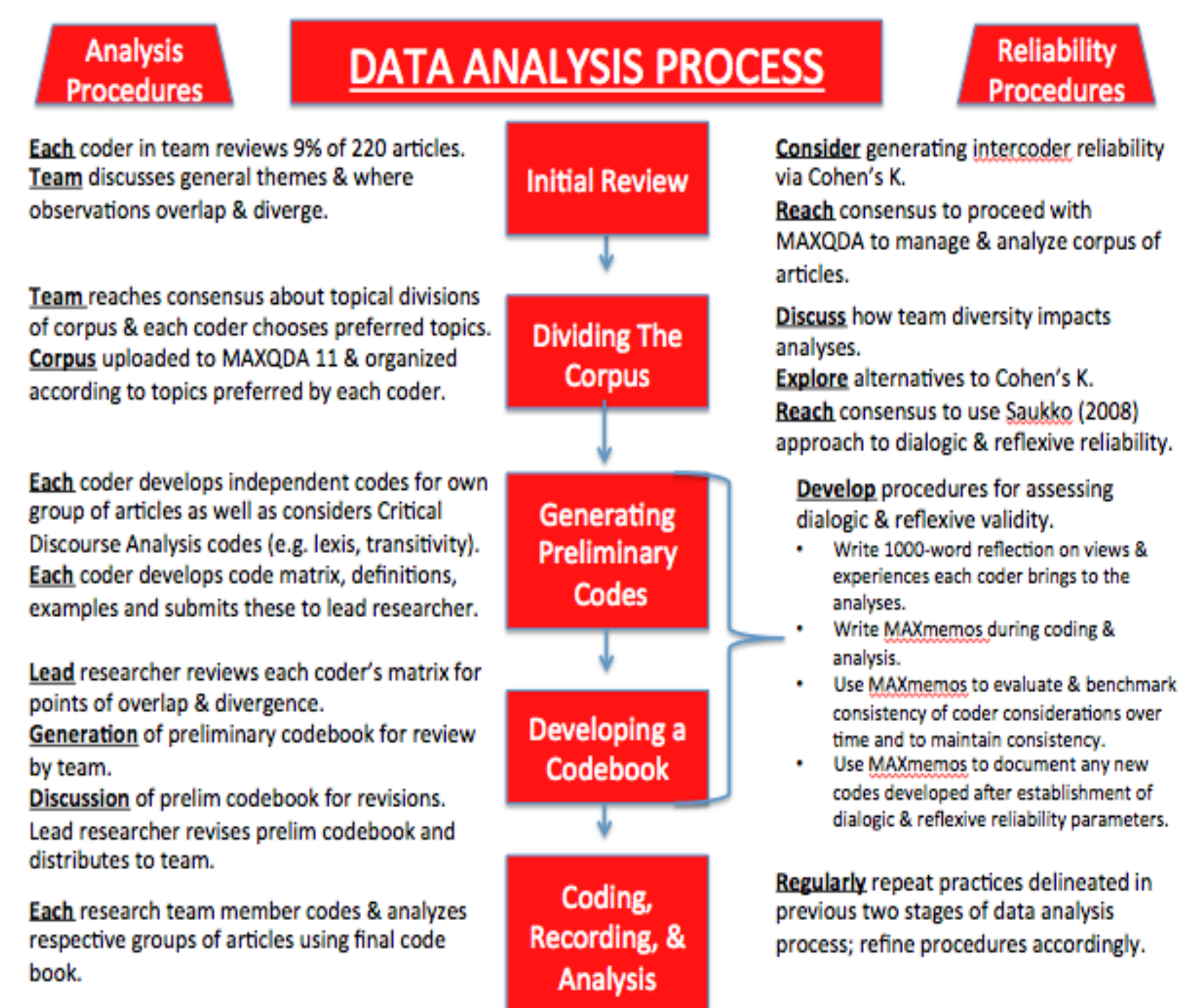**Sub-Codes:** SM-Students, SM-Inhabitants, SM-Neighborhood, Government, Civil Society, Medical Personnel

Sub-Sub-Codes: SM-Residents, SM-Employer, SM-Employees, Mayor, Police, District Attorney, Judge/Jury

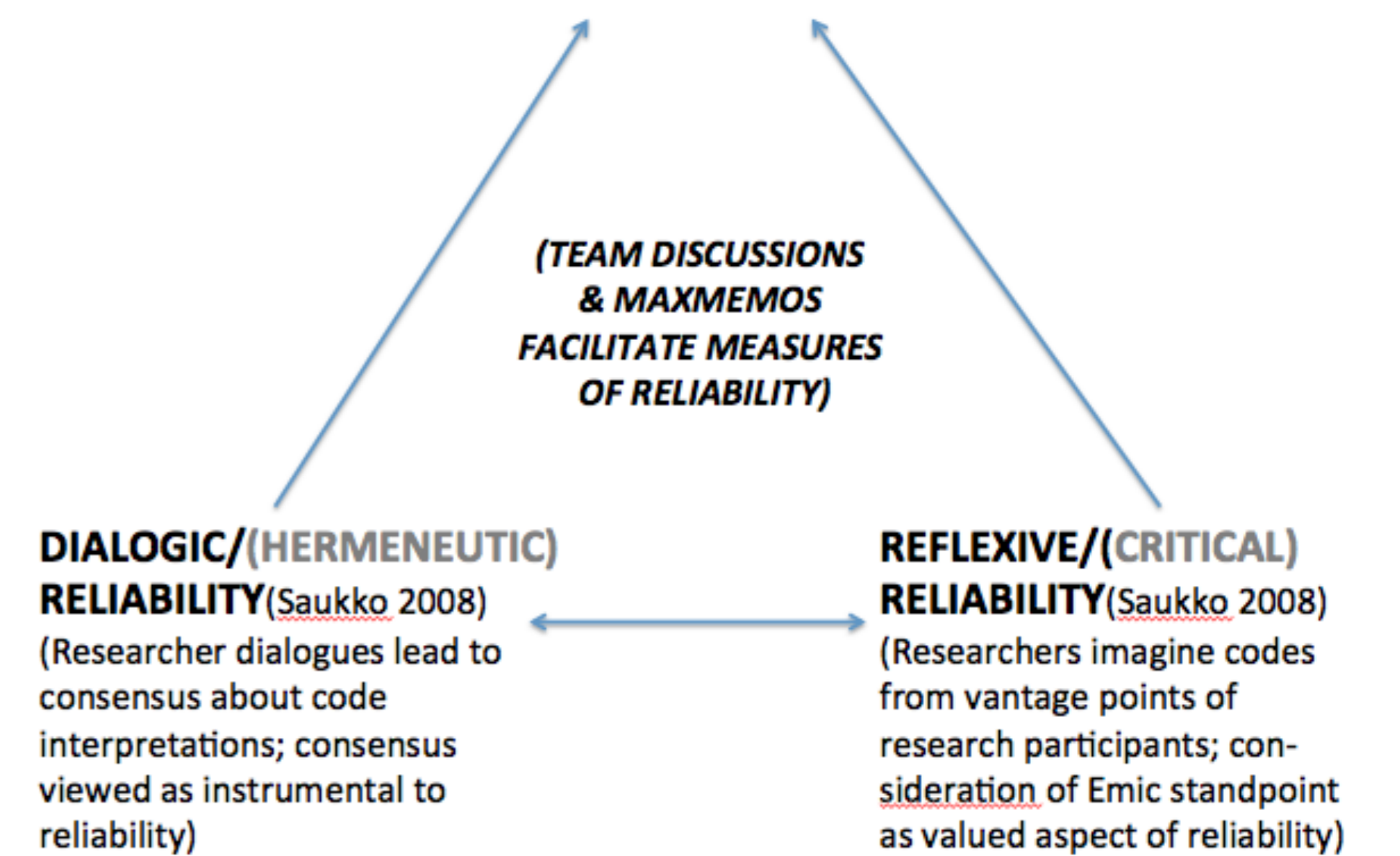*(The SM Coding Hierarchy directly below was made using MAXMaps)*

SM Coding Hierarchy
(SM = Strawberry Mansion Neighborhood)

The Philadelphia Inquirer

- Sub-Codes
  - Students
  - Inhabitants
- Main Codes*
  - Lexis
  - Transitivity
  - Modality
  - SourceAttribution
  - AugmentativeDevices
- Sub-sub Codes
  - Residents
  - Employers
  - Employees
  - Mayor
  - Police
  - District Attorney
  - Jury/Judge
- Neighborhood
- Government
  - CivilSociety
- Medical Personnel

*All main codes have the same Sub and Sub-sub codes as Lexis

LEXIS-decrepit/derelict/disregarded
TRANSITIVITY-people-dare-to-dream-despite-diversity
LEXIS-Real-deal-bad-guys
LEXIS-dead/dying/doomed MODALITY-threatening
TRANSITIVITY-families-feel-threatened
Drop-Outs Thugs
MODALITY-hordes
LEXIS-criminal TRANSITIVITY-uncaring-local-government
MODALITY-drug-soaked LEXIS-poor
Gangs MODALITY-brigade-of-police
TRANSITIVITY-shit-happens

MAXmemoing INTERCODER RELIABILITY

DATA ANALYSIS PROCESS

- Initial Review
- Dividing The Corpus
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INTERCODER RELIABILITY
(Beyond Cohen's K)

(TEAM DISCUSSIONS & MAXMEMOS FACILITATE MEASURES OF RELIABILITY)

DIALOGIC/(HERMENEUTIC) RELIABILITY (Saukko 2008)
(Researcher dialogues lead to consensus about code interpretations; consensus viewed as instrumental to reliability)

REFLEXIVE/(CRITICAL) RELIABILITY (Saukko 2008)
(Researchers imagine codes from vantage points of research participants; consideration of Emic standpoint as valued aspect of reliability)

MAXimaxing POTENTIAL PUBLICATIONS

In addition to facilitating intercoder reliability, using MAXQDA 11 for data management, coding, and memoing allowed research team members to transcend the book manuscript-in-progress, which is the focal research project, and envision additional conference papers and potential journal articles:

Book Manuscript-In-Progress

"Gone With the Neoliberal Wind": Minority Teens, School Reforms & Urban Misrepresentations In Sweden and the U.S. (by L. Janelle Dance)

Philadelphia Inquirer Reports
- a brigade of police officers and city crews rolled into a beleaguered sliver of [North Philly] yesterday to battle a plague of drug dealers.
- Officials … joined forces to reclaim the graffiti-scarred and drug-soaked area.
- Junkies …"Like locusts," … "…destroying the block."

Göteborgs Posten (The Gothenburg Post) Reports
- "Dangerous"
- "Gang" (Gängbråk bakom lägenhetsbrand)
- "Ytterlieare en Knivskärning" (yet another knife stabbing).
- [Unexplained fires] that came "like a flash from a clear sky"
- Young people on a "moral holiday"
- …The …youth are involved in an "arms-race,"
- "one of the most militant Muslims in Sweden"

Conference Presentations
(& potential journal articles):
National Association of Ethnic Studies
International Congress of Qualitative Inquiry

Obituaries for the Socially Dead: A Critical Discourse Analysis of News Accounts of Crime and Conflict in Philadelphia & Gaza, (NAES) By Joseph Watfa and L. Janelle Dance

Inserting the "I" in Teamwork: Interrogating Objectivity and Exploring Multiple Conceptualizations of Validity in a Critical Discourse Analysis Study, (ICQI) By Theresa McKinney and L. Janelle Dance

MAXknowledgements

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