Finding Cultural Models in Everyday Discourse

An example of
Seeing the cognitive aspects of patterns in activity

---

Project 5. Cultural Models in Your Interview

• Due February 18, 2010
• Goal: To find and document cultural models used in the construction of meaningful passages in your interview.

Search:

• Look through your interview transcript for evidence of cultural models.
• It may be necessary to go back and listen to your whole interview again to find passages that contain clear cultural models.
• Choose a passage that makes it easy for you to find and document the cultural models involved.

A procedure for finding cultural models

1. Examine the text word by word
2. Look for key words
   1. Logical connectives (but, because, if – then, so, or, not, must, have to, unless, except …)
   2. Words that name schemas (Halloween, Romeo, …)
3. Highlight key words
4. Explore the relations among the clauses
5. Choose interesting example(s)
6. Draw a diagram of the models and their relations. (Go to step 2 and continue)

Analysis:

• Describe the cultural models that are required to make sense of, or establish the meaning of, the passage.
  – Make sure that your description is accurate and clear.
  – You might consider expressing it in a diagram or some other notation.
• Show how these models are used in the passage and how the passage relies on the listener having access to these models.
• Describe any inferences that the passage suggests.
  – How is the listener expected to go beyond what is literally present in the passage? If possible, provide other evidence (beyond the inference or interpretation that is to be explained) in support of the claim that these models are cultural models.
Write it up

- Focus on the cultural models and the connections between the data and the models.
- Attach the portion of the transcript that you use to the end of the paper.
- When you make a claim about the presence of a model, you may wish to include brief excerpts from the transcripts in the body of the paper in support of your claims.

Interview Excerpt
(Relaxed Transcription)

So, I’ll tell you what’s going on right now in the surf industry. These guys have just come on, and they’re on all the chats, Surfer Magazine, Swalocks, you know and so on. And they’re just claiming it. Saying polyurethane is going to die out and there’s not going to be any more polyurethane, polystyrene is happening, blah blah blah, and from talking to a friend of mine that’s a glasser, and Al Merrick yesterday, it’s really interesting. First of all, it’s, it’s, the foam is very hard to shape. There’s a huge amount of waste. (Yeah) And then also, what’s put out in the atmosphere making polystyrene isn’t much different than using toluene making polyurethane.

Interview Excerpt

So, I’ll tell you what’s going on right now in the surf industry. These guys have just come on, and they’re on all the chats, Surfer Magazine, Swalocks, you know and so on. And they’re just claiming it. Saying polyurethane is going to die out and there’s not going to be any more polyurethane, polystyrene is happening, blah blah blah, and from talking to a friend of mine that’s a glasser, and Al Merrick yesterday, it’s really interesting. First of all, it’s, it’s, the foam is very hard to shape. There’s a huge amount of waste. (Yeah) And then also, what’s put out in the atmosphere making polystyrene isn’t much different than using toluene making polyurethane.

Marking for Models

Guys are wearing gloves, but when you breathe it in, because, ne. I can’t believe these guys aren’t wearing masks. When you breathe it in, it basically assimilates into your system. Whereas polyester resin flushes. (Oh wow) OK? So, to me that’s very dangerous. If epoxy mixes in with acetone, then it can ss. It can actually (go in your skin) assimilate into the into the blood through the skin.

Begin marking the “Noxious substance” Model

Guys are wearing gloves, but when you breathe it in, because, ne. I can’t believe these guys aren’t wearing masks. When you breathe it in, it basically assimilates into your system. Whereas polyester resin flushes. (Oh wow) OK? So, to me that’s very dangerous. If epoxy mixes in with acetone, then it can ss. It can actually (go in your skin) assimilate into the into the blood through the skin.

More Interview Excerpt

Um also, all the guys, and I was down at Kane Garden the other day, and all the guys are saying that epoxy resin is safer. (Um) Now, there’s a new article out in Surfer Magazine that I ne. I still need to read, but Al was telling me and this friend of mine Mike Mirra that knows everything about glassing ‘cause he’s glassed his whole life. They had both told me that epoxy, the new epoxy resins do not smell. Guys are wearing gloves, but when you breathe it in, because, ne. I can’t believe these guys aren’t wearing masks. When you breathe it in, it basically assimilates into your system. Whereas polyester resin flushes. (Oh wow) OK? So, to me that’s very dangerous. If epoxy mixes in with acetone, then it can ss. It can actually (go in your skin) assimilate into the into the blood through the skin.

Marking for Models

Um also, all the guys, and I was down at Kane Garden the other day, and all the guys are saying that epoxy resin is safer. (Um) Now, there’s a new article out in Surfer Magazine that I ne. I still need to read, but Al was telling me and this friend of mine Mike Mirra that knows everything about glassing ‘cause he’s glassed his whole life. They had both told me that epoxy, the new epoxy resins do not smell. Guys are wearing gloves, but when you breathe it in, because, ne. I can’t believe these guys aren’t wearing masks. When you breathe it in, it basically assimilates into your system. Whereas polyester resin flushes. (Oh wow) OK? So, to me that’s very dangerous. If epoxy mixes in with acetone, then it can ss. It can actually (go in your skin) assimilate into the into the blood through the skin.
Using the “Folk Model of the Mind”

- “I can’t believe these guys aren’t wearing masks.”
- I believe X.
- The direction of fit is from state of affairs to state of mind.
- The correspondence is between state of affairs and state of mind.

Speech Act Forces

- “Can I borrow your pen?”
  - Locutionary force = a question: is this possible?
  - Illocutionary force = a request: allow me to use your pen
  - Perlocutionary force = an effect produced: you give me your pen (temporarily)

Speech Acts of “I don’t believe X.”

- The utterance does many kinds of work:
  - Describe a state of mind
    - What the words mean: Locutionary force
  - Assert something about the world
    - That X is not true! Illocutionary force.
    - Information that indicates X is true must be mistaken
  - I am making sense of the world, but I do not trust the information about it.

I can’t believe X.

- I can not believe X.
- “Can” is a modal (can, might, should, would) indicates contingency of verb.
- What is the belief contingent upon?
- It is contingent upon the course of normal inference.
- What about X upsets the course of normal inference?

Speech Acts of “I can’t believe X.”

- The utterance does many kinds of work:
  - Describe a state of mind
    - What the words mean: Locutionary force
  - Assert something about the world
    - That X is true! Illocutionary force.
    - But X being true is somehow improbable or defies reason
  - Asserts something about a stance with respect to X
    - X should not be true: Perlocutionary act
  - I’m reading the world correctly, but it does not make sense.

Belief models

- I don’t believe X -> the situation makes sense, but the information about it is bad.
- I can’t believe X -> info is good, but something about the situation does not fit natural inferences.
Guys [who laminate boards with epoxy] are wearing gloves, but when you breathe it in, because, no, I can't believe these guys aren't wearing masks. When you breathe it in, it basically acclimates into your system. Whereas polyester resin flushes. (Oh wow) OK? So, to me that's very dangerous. If epoxy mixes in with acetone, then it can ss. It can actually go in your skin assimilate into the blood through the skin.

The noxious substance model

- A noxious substance enters the body and remains there causing harm.
- Protection and removal of the noxious substance are necessary.
- Epoxy and polyester are noxious substances.
- Gloves and masks provide protection.
- Skin contact and breathing allow the substance to be assimilated into the blood.
- Acclimation into the system is dangerous.

Combining “Noxious substance” with “Rational Actor” model

- Rational actors do not cause themselves harm or expose themselves to unnecessary danger.
- Handling epoxy without a mask is dangerous.
- Therefore “these guys” are not behaving rationally.

The “I can’t believe it!” Model

- I can believe people acting rationally.
  - If I assume rational behavior, then reasoning can produce an explanation for behavior that “makes sense.”
- I can’t believe people acting irrationally.
  - If rational behavior cannot be assumed, then it is not possible to derive explanations for behavior that “make sense.”

Summary of Relations Among Models

- Noxious substance model ➔ dangerous behavior
- Rational actor model ➔ it is irrational to engage in dangerous behavior
- Model of mind ➔ irrational behavior is un-believable
What are Cultural Models?

• Mental constructs that exist inside the brains of people?
• OR
• Regular patterns that appear in the behavior of people?

What about the rest of the text in the excerpt?

Interview Excerpt (Marking more models)

“So, I’ll tell you what’s going on right now in the surf industry. These guys have just come on, and they’re on all the chats, Surfer Magazine, Swalocks, you know and so on. And they’re just claiming it.”

Cultural Models:

Surf Industry: Production of surfboards – a dirty business. The environmentally conscious surfer’s dilemma.
Contested Vision: Which is the best technology for making surfboards? Polyester and Polyurethane or Epoxy and Polystyrene.

Venues for production of inscriptions: chats
Act of asserting a position in agonistic encounter: claiming it

Interview Excerpt (Marking more models)

“Saying polyurethane is going to die out and there’s not going to be any more polyurethane, polystyrene is happening, blah blah blah blah blah.”

Cultural Models:

Verbal Interaction: speaker, listener, speech, listener attention
Predicted outcome of Competition: die out / happening

Interview Excerpt (Marking more models)

And from talking to a friend of mine that’s a glasser, and Al Merrick yesterday, it’s really interesting. First of all, it’s, it’s, th, the foam is very hard to shape. There’s a huge amount of waste. (Yeah)

Cultural models:

Expert testimony: trust a friend with knowledge, Industry icon

Enumeration: First of all...
Efficiency of Process: waste

Interview Excerpt (Marking more models)

Contested Vision I

An Agonistic Encounter

Inscriptions
Venues
Chats
Surf Mag

Advocates/Experts
These guys

Claims
E+Psy
happening
blah, blah
Post+Pu
die out

“Happening” and “die out” are a contrast set.
“Blah, blah… Imitative schema: talk not worthy of attention
Blah X 5 = lots of it
Interview Excerpt (Marking more models)

And then also, what’s put out in the atmosphere making polystyrene isn’t much different than using toluene making polyurethane. (Um)

Cultural models
- Enumeration: second point - also
- Industrial process: no environmental difference between polystyrene and polyurethane

Marking for Models

Um also, all the guys, and I was down at Kane Garden the other day, and all the guys are saying that epoxy resin is safer. (Um) Now, there’s a new article out in Surfer Magazine that I ne.. I still need to read, but Al was telling me and this friend of mine Mike Mirra that knows everything about glassing ‘cause he’s glassed his whole life. They had both told me that epoxy, the new epoxy resins do not smell. Guys are wearing gloves, but when you breathe it in, because, ne. I can’t believe these guys aren’t wearing masks. When you breathe it in, it basically acclimates into your system? Whereas polyester resin flushes. (Oh wow) OK? So, to me that’s very dangerous. If epoxy mixes in with acetone, then it can ss. It can actually (go in your skin) assimilate into the into the blood through the skin.

The noxious substance model

“These guys aren’t wearing masks.”

A noxious substance enters the body and remains there causing harm

The invited inference is that these guys are risking harm.

Also, epoxy is not safer than polyester, as was claimed by some.

The distribution of cultural knowledge

- High consensus codes
  – The grounding of communication
  – Intersubjective understanding
- High consensus informants
  – Intelligence
  – Education
  – Normal experience
- Implication: choosing a good informant is not that difficult

Contested Vision II

“It’s really interesting”

Inscriptions Venues Advocates/ Experts
- talk - Personal talking - Epoxy
- speaking - at Kane Garden - Guy at Surfer Mag Article?

The invited inference is that these guys are risking harm.

Also, epoxy is not safer than polyester, as was claimed by some.

Cognitive Aspects

- Learning cultural models: Explicit and Implicit learning.
- How much of culture is carried in language?
- Relations among models – the flexible assembly of complex conceptual structures
Strategies for writing up

- **presentation:**
  - Organization of the paper, grammar, spelling, clarity
  - Relevance to readings
- **Concept and execution**
  - Choice of material
  - Clear description of models (figures, diagrams?)
  - Clear analysis (link findings to data)
  - Evidence of “cultural model” status
    *experience leads to expertise model: “practice makes perfect” proverb*
    *Noxious substance model: hazardous materials practices.*

Relevance to Readings

- **Noxious substance model**
  - Dangerous behavior
- **Rational actor model**
  - It is irrational to engage in dangerous behavior
- **Model of mind**
  - Irrational behavior is unbelievable

D’Andrade

Contested Vision I

An Agonistic Encounter

- **Inscriptions**
- **Venues**
- **Advocates/Experts**
- **Claims**
  - “Happening” and “die out” are a contrast set. They form a complex model.
  - “Biah, blah... Imitative schema: talk not worthy of attention
  - Biah x 5 = lots of it

Contested Vision II

“it’s really interesting”

- **Inscriptions**
- **Venues**
- **Advocates/Experts**
- **Materials**
  - Epoxy
  - Polyester
- **Industrial Process**
  - Efficiency
  - Same
- **Environ**
  - Safer
  - Dangerous

Latour

Goodwin

D’Andrade

Holland and Skinner