

Finding Cultural Models in Everyday Discourse

An example of
Seeing the cognitive aspects of
patterns in activity

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, Buy, ...)
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)

Your Cascade of Representations

Interview

Audio Recording of Interview

Transcript of Audio Recording of Interview

Analysis of Transcript of Audio Recording of Interview

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.*
- *Include a link to 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.*

Here is an excerpt from my interview. It does not seem very promising

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, Swaylocks, 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.

Here a continuation of the previous excerpt. This is looking a bit better. Let's look in more detail.

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.

We read carefully. Here I have marked just the logical connectives ('cause, but, because, whereas, if-then) plus two key words that may indicate rich models (safer, believe)

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.

Let's zoom in on the second half of this 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 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.

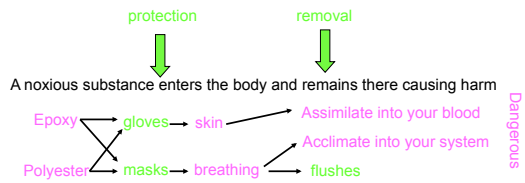
I now add marking for what seem like conceptual parts of a new model. Green for protection, purple for exposure to noxious substance. NOTICE: the discourse is about surfboard construction, but the models are NOT about that.

Guys are **wearing gloves**, **but** when you **breathe it [Epoxy] 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.

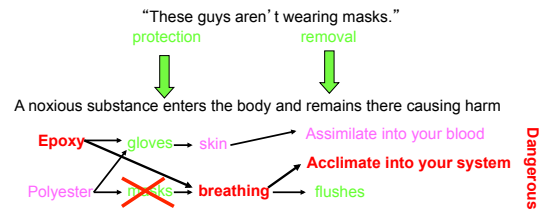
I add some elements in brackets to fill in the meaning from context outside the excerpt. The model here is not really about surfboards, it is about noxious substances getting into one's body.

Guys [who laminate boards with epoxy] are **wearing gloves**, **but** when you **breathe it [Epoxy] 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.

I draw a diagram of the model. This is actually a very cleaned up version of a diagram I drew in pencil several times before I got it right. The main proposition of the model is in black, the two instantiations in surfboard building are shown in colors as described in the earlier slide.



The noxious substance model. Now I show how the informant suggests an inference by instantiating the model. The unstated inference is that working with epoxy without a mask is dangerous.



The invited inference is that these guys are risking harm.

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