

Katherine Bischoping and Amber

M Gazso: Analyzing Talk in the Social Sciences

London 2016: SAGE, 222 pp.

This book discusses talk analysis using a plethora of examples from qualitative research, while remaining quite concise in discussing the philosophical assumptions connected to individual approaches or even to individual schools and authors. It is well structured. The most important points are summarised in the text box at the end of each chapter. Even the titles of some subchapters, like 'garden variety discourse analysis' or 'why you should close this book', prompt us to see the book as designed primarily for students. The text is divided into three main parts dedicated to narrative analysis, conversation analysis, and discourse analysis, respectively. Every chapter provides a general introduction to the basics of the broad individual approaches to talk data, and then describes specific methods for the collection of data (e. g. focus groups) and for data analysis (for example, critical discourse analysis), though many approaches are not discussed. The result is that *Analyzing Talk in the Social Sciences* is not overloaded. It would be very beneficial for students attending introductory or intermediate lectures in qualitative analysis, but would perhaps be of less use to experienced researchers.

In the section of the book devoted to narrative analysis, Bischoping and Gaszo look at the fields in which narratives are collected and analysed most often: oral history, life course analysis, and studies of the narrative self. All the three fields can be interconnected in research (e.g. we can study variations in the life course in oral historical contexts or the construction of the narrative self through the life course). The choice of paradigm is key here. One can be positivist, using narrative data as a 'window into the past', or social constructivist,

using the same data to analyse how people (re)construct their selves through the stories they tell. The sympathies of Bischoping and Gaszo are with the constructionists, but they highlight the fact there is not just pure constructionism but also something they call 'constructionism anchored in realism'. Another chapter deals with narrative approaches and describes the tools for interpreting human stories. Labow and Waletzky's model of a story is depicted in detail here. Bischoping and Gaszo highlight both its strengths (it is an effective tool for assessing variations in the structure of stories) and weaknesses (it neglects the semantics of stories and ignores narrators as reflexive subjects). For this reason, it should be accompanied by an analysis of language—for example, an analysis of the 'language of agency', that is, constructing actors in narration as either active or passive. In sum, narrative analysis, like conversation analysis and discourse analysis, is seen as a strategy for moving beyond the simple 'theme analysis' of talk data. The next chapter, on narrative strategy, focuses on interviews, and specifically the role of the subject in narrative interviews.

The next section of the book is dedicated to conversation analysis (CA). Bischoping and Gaszo present CA as a radically empiricist and radically realistic approach which, unlike narrative analysis, refuses to deal with the internal world of social actors. The most important tool here is membership categorisation analysis. A detailed analysis of social categories and the ways they are negotiated and used in everyday conversation can be a way of uncovering how people maintain social order. Conversations in institutions (courts, hospitals, offices) and interviews for conversation analysis are discussed in separate chapters as interesting fields as well as naturally occurring interactions.

In the next section readers are introduced to the realm of discourse analysis (DA). Foucauldian discourse analysis and

critical discourse analysis are described thoroughly in separate chapters. As DA today comprises many schools and individuals, a chapter titled 'Garden-variety Discourse Analysis' is included to reflect the fact that in many publications researchers use discourse analysis eclectically, sometimes without any theoretical specification, but often usefully. Another chapter, on the interview as a method for collecting talk data, discusses interviews not as a frequently used method in narrative analysis and conversation analysis, but in discourse analysis, as is less often the case. Here the contribution of the authors to social science methodology is valuable and the book rises above 'textbook level'.

In sum, this book is most useful for beginners or intermediate users, even though some chapters (e.g. the one on using interviews in DA) may be very useful for people experienced in qualitative inquiry as well. Qualitative research has reached the point of scientific acceptance, but at the same time it is still a field in the making and probably always will be because it is multi-paradigmatic in nature. Bischoping and Gaszo successfully provide a short state-of-the-art overview.

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Gary Saul Morson and Morton Schapiro:
Cents and Sensibility: What Economics Can Learn from the Humanities
Princeton, NJ, 2017: Princeton University Press, 320 pp.

'Where human beings are concerned, stories are an indispensable way of knowing.' (p. 289) In this book, Morson, professor of Arts and Humanities at Northwestern University and a Russian literature enthusiast, and Schapiro, president of Northwestern

University and expert on the economics of education, argue that a dialogue between the economics and the humanities would benefit both disciplines. The debate over the value of a liberal arts education has been the subject of vast recent literature. Just in 2017, 'You Can Do Anything' by Anders [2017], 'A Practical Education' by Stross [2017], 'Sensemaking' by Madsbjerg [2017], and 'The Fuzzy and the Techie' by Hartley [2017] have also made the case for keeping the humanities alive. Although each of these books has a slightly different approach, they all stem from the same undeniable observation: '... that the humanities are in crisis. No one seems to value them anymore. Enrolments in humanities courses plummet, and majors in humanistic disciplines diminish' (p. 6).

Morson and Schapiro's contribution to the literature focuses on the importance of studying Great Literature. They put forward a provocative idea: that economics is also in crisis, just not for the same reasons. According to the authors, traditional economics suffers from significant weaknesses: it ignores culture, the importance of stories to fully understand individuals, and it lacks the insight to properly address ethical questions. As they argue, these are subjects better suited for a humanist. *Cents and Sensibility* argues that both economics and the humanities would benefit from a dialogue between the disciplines. With this book, they aspire to explain how that dialogue can be held and why it is of great importance.

The authors' initial assertion is that there is a tendency for economics to appropriate other disciplines (which they call 'economics imperialism'), just as the humanities often justify their value by 'spoofing' other fields of knowledge (which they name 'dehumanities'). For Morson and Schapiro this is the root of the disciplines' crisis. Just as economics cannot fully grasp the complexity of humanity (individuals' values, culture, and meaning), when the