

## Chapter 4

### The Situation Situational Analysis

*'Inquiry is fatal to certainty.'*

~ Will Durant

#### Situational Analysis

Situational analysis is the starting point for developing strategy. Before we can develop strategies for the future, however, we need to understand the present. Situational analysis is the process we use to gain understanding and insight into our present situation.

When conducting a situational analysis, we are engaged in two major activities: the marketing audit and SWOT analysis. (A SWOT analysis is a matrix-based tool used in marketing planning to identify strengths, weaknesses, opportunities and threats related to the company.)

As noted in figure 4.0 below, the results of the marketing audit become inputs into the SWOT analysis.



Figure 4.0

# Chapter 4 The Situation Situational Analysis Vwms

**Adele E. Clarke, Adele E Clarke, Carrie  
Frieze, Rachel Washburn**



## **Chapter 4 The Situation Situational Analysis Vwms:**

**Situational Analysis** Adele E. Clarke, 2005-03-23 This book provides a detailed and comprehensive introduction to situational analysis of qualitative data Adele E Clarke personally created the situational analysis approach no other book currently deals with it She carefully situates herself and the situational analysis approach vis vis other current approaches to grounded theory specifically and to qualitative data analysis more generally Situational analysis is unique in that it both uses and extends grounded theory it employs established coding and memoing strategies while extending the method to include three new kinds of maps and analyses of the situation focused upon in one s research This is also the first publication about using grounded theory with historical visual and discursive materials

**Situational Analysis** Adele E. Clarke, Carrie Friese, Rachel S. Washburn, 2017-07-20 The Second Edition of Situational Analysis Grounded Theory After the Interpretive Turn offers an innovative extension of grounded theory useful in qualitative research projects that draws on interviews observations and visual narrative and historical discourse materials To engage the dense complexities of real world situations Situational Analysis SA braids together Strauss s ecological social worlds arenas theory Foucault s discourse analysis and Deleuze and Guattari s rhizomes and assemblages In SA the situation itself becomes the fundamental unit of analysis Using extensive examples the authors discuss getting started how to create three kinds of maps emphasizing differences and relationality situational maps social world arena maps and positional maps the kinds of analytic work they accomplish and how to write up the results centered on the distinctive strengths of the method The book will serve as an invaluable resource for advanced undergraduate and graduate level students as well as professional researchers and consultants from diverse backgrounds pursuing qualitative projects

**Situational Analysis in Practice** Taylor & Francis Group, 2022-02 Situational Analysis SA creates analytic maps of social processes and relationships identified using approaches pioneered in grounded theory Creator of the method award winning sociologist Adele E Clarke with Rachel Washburn and Carrie Friese shows how the method can be and has been used in a variety of critical qualitative studies The entirely new second edition of this book offers several chapters on the method and new introductory material from the editors about developments in using SA in qualitative inquiry Part I introduces readers to the method of SA discussing recent developments in the field Part II offers five new chapters about various facets of the SA method including a history of grounded theory and situational analysis SA as critical pragmatist interactionism using SA in managing a mixed methods project and SA mapping in the social policy classroom and in clinical counselling as innovatively collaborative analysis Part III offers six new exemplary research articles drawn from energy research and international relations public health research methods disabled access to public transportat participation in conservation in a biosphere reserve and PTSD and the military Authors reflections on their experiences in using the method are also included These carefully selected new readings vividly demonstrate how widely this method has traveled successfully meeting the needs of diverse researchers seeking an innovative relational approach to critically

analyzing a wide array of data Situational Analysis in Practice will be of interest to undergraduate and graduate students practicing the SA method across the social sciences including sociology and healthcare amongst other disciplines as well as research scholars interested in qualitative inquiry      Situational Analysis in Practice Adele E. Clarke, Adele E Clarke, Carrie Friese, Rachel Washburn, 2016-07 Situational Analysis creates analytic maps of social processes and relationships identified using grounded theory Creator of the method award winning sociologist Adele E Clarke and two co editors show how the method can be and has been used in a variety of critical qualitative studies The book Updates the basic concepts and methods of situational analysis a methodology created by Clarke Provides five important case studies of its use in a variety of health and educational settings Offers reflections from the original researchers on the studies and their impact Includes lists of published articles and available websites focused on situational analysis      **Situational Analysis** Kevin D. Hoover, 2016 Situational analysis also known as situational logic was popularized by Karl Popper as an appropriate method for the interpretation of history and as a basis for a scientific social science It seeks an objective positive explanation of behavior through imputing a dominant goal or motive to individuals and then identifying the action that would be objectively appropriate to the situation as the action actually taken Popper regarded situational analysis as a generalization to all of social science of the prototypical reasoning of economics Applied to history situational analysis is largely an interpretive strategy used to understand individual behavior In social sciences however it is applied many to types of behavior or to group behavior e g to markets as is used to generate testable hypothesis Popper s account of situational analysis and some criticisms that have been levied against it are reviewed The charge that situational analysis contradicts Popper s view that falsification is the hallmark of sciences is examined and rejected situational analysis is precisely how Popper believes social sciences are able to generate falsifiable and therefore scientific hypotheses Still situational analysis is in tension with another of Popper s central ideas situational analysis as a method for generating testable conjectures amounts to a logic of scientific discovery something that Popper argued elsewhere was not possible

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