



# Categories in Text and Talk: A Practical Introduction to Categorization Analysis (Introducing Qualitative Methods series)

By Georgia Lepper

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This is the first practical book on how to apply Harvey Sacks' *membership categorization analysis* technique, an increasingly influential method for conversation analysis. Categorization analysis is a method for the study of situated social action and offers a complementary method to the traditional sequential analysis used in the study of naturally occurring talk and text.

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### Editorial Review

#### Review

‘This is a very fine introduction to the tradition and practice of categorisation analysis, a method for analysing language derived from the work of Harvey Sacks. Georgia Lepper conveys with great effectiveness and simplicity the basic principles of this method, and enables the reader to apply it in practice. Through a series of practical exercises and worked examples, the reader is taken through the necessary steps to achieve full independence in practice of this important analytic method. A great deal of practical wisdom and experience has gone into this book, and it will undoubtedly be of great assistance to students and researchers seeking to apply this still innovative approach to qualitative data analysis’ - **Clive Seale, Goldsmiths College, University of London**

‘A stunning introduction to categorization analysis! Georgia Lepper is a master teacher and her book a major achievement. Sensibly organized, amply illustrated, and deftly instructive, this remarkably clear text is a pedagogical milestone in the area’ - **Jaber F Gubrium, University of Florida**

‘The possibilities of membership categorisation analysis have not yet been fully explored within the social sciences. This book offers an accessible introduction to as well as lively demonstration of principles and procedures involved in its many applications. It shows how to investigate the fascinating links between categorisation activities, social order and culture’ - **Carolyn Baker, University of Queensland**

“A stunning introduction to categorization analysis! Georgia Lepper is a master teacher and her book a major achievement. Sensibly organized, amply illustrated, and deftly instructive, this remarkably clear text is a pedagogical milestone in the area.”

(Jaber F. Gubrium)

#### About the Author

Group co-ordinator and director of research. Works in the post-Jungian tradition and has been involved in the development of national occupational standards for psychotherapy. Current research focuses on the application of conversation analysis to the understanding of the therapeutic process.

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**Frank Botelho:**

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