**Methods Outline**

**Ethnographic Content Analysis (ECA):** Studied within the cultural context of the times in which they were produced, published, and read, the cartoons offer insight into, as Altheide and Schneider (2012), who developed ECA, wrote, “the complex interaction between individual perspectives and patterns of meaning and symbolic ordering to understand new sources of social definitions and sort out their consequences” (p. 18).

**Hermeneutics:** “[Schleiermacher and Dilthey] used the ‘term’ hermeneutics in conjunction with their effort to find a theory of knowledge for the data with which the cultural scientist works—such things as texts, signs and symbols of various sources, rituals, images, examples of the fine and useful arts—in short, for such products as are the result of man’s deliberate ingenuity than of nature’s blind working” (Howard, 1982, pp. 1-2). “…a good reconstruction and interpretation of a past world (remythologization) is the initial step to a direct interpretation of the text for the present” (Pokorny, 2011, p. 91).

**Methodological Process (not linear as much as a weaving of warp and weft):**

1. **Collect documents & contextual documents / scanned, copied, & preliminary field notes**
   1. front pages of all issues of *Appeal to Reason* 1910-1916, inclusive
   2. all pages of every *AR* issue with front-page cartoon and every first issue of the month, regardless
   3. first cartoon found within an issue of a Kansas City *Star* publication, constructed year 1910-1916
   4. the front page of the KCR issue in which it was found
   5. extraneous information as I came across it
2. **ECA: Collect data using descriptive and narrative means**
   1. Develop protocol for collecting data
      1. Test protocol (first iteration was last fall)
      2. Develop codebook (working on) and revise protocol
      3. Revised test protocol (working on)
      4. Constant, reflexive comparison of both and protocol
3. **Hermeneutics: Interpret and understand data collected**
   1. Hermeneutic: “…respect the successive character of the individual segments in their linear progression…in the identification and interpretation of other layers” (Pokorny, 2011, p. 78)
   2. Interpret “successive character of the individual segments” in terms of
      1. modes of text (verbal, visual, spatial)
      2. denotative, connotative, stylistic, ideological
   3. analytic tools developed by other researchers
   4. triangulation of data to corroborate findings (Yin, 2011, p. 313)
4. **ECA: Contextualize and recategorize**
   1. processes of media production
   2. processes of influencing public opinion
   3. processes of government and other institutions
5. **Hermeneutics: Interpret and understand cartoons in context**
   1. “to understand new sources of social definitions and sort out their consequences”
   2. to understand function as mentor texts