Chapter 4: FINDINGS

Chapter 4 is divided into five main parts.
1) Overview
2) From an auto/ethnographic perspective
3) Thematic analysis
4) Other Considerations
5) Summary

Part 1: Overview

This chapter is an account of data that has emerged from research. Findings in this chapter have emerged from observations, experiential accounts, interviews, surveys and readings. There is no singular way to present the *findings* because my approach to inquiry has been rooted in qualitative methods. The term, findings, most closely relates to quantitative methods, where findings are data intentionally separated from any trace of interpretation. A qualitative approach prioritizes interpretation as inherent to the purpose and process of research and inquiry. In conventional and traditional qualitative studies, findings are typically represented as patterns or themes that have emerged from collected data; structured and grouped (subjectively) according to the perceived significance of what has been collected.

In a typical qualitative study, the presentation of findings depends significantly upon the *approach* of the research. Interpretation and subjectivity are relatively unavoidable and implicit in the qualitative research findings of this dissertation because my inquiry largely involved the reading of scholarly literature written by others, the self-reflective practice of personalized writing, and analysis of phenomenological writings by others. The majority of my interpretive analysis occurs in Chapter 5, although there are some interpretations and contextualizing that occur in this chapter. I believe it is impossible to dispassionately convey data findings in this chapter, although I inject my own opinions a minimum of times. As described in Chapter 3, I have used four different approaches in my inquiry to facilitate these findings:

- Auto-ethnographic writing was used to describe and reflect upon my experience as a faculty member in the field of film and digital media, and upon my knowledge and experience as a professional filmmaker, in light of the research problem and research question posed for inquiry in this dissertation.

- Qualitative research of relevant literature was used to discover theoretical perspectives concerning the recognition and evaluation of faculty work in higher education, and in the specific field of film and digital media. There was no precise match between my research question and an answer, nor did I ever expect one.

- Because there was no particular source that was completely relevant in all ways, meaning that no single source had all the answers to the questions that I am raising, my standard was one of presumed relevance. Presumed relevance is an open approach that freed me from the need for opaque answers, correctness, or authority; my open approach to the literature can be described as a quest for trustworthy information that enabled systemic connections to emerge — not trustworthy in the sense of correctness, popularity, or authority.

- Surveys (online) were used to collect qualitative and quantitative data from faculty members in the field of film and digital media, relevant to the research problem and research question.

- Phenomenological interviews were used to collect narrative data about the thoughts and feelings of faculty members who have experienced a performance evaluation process in a higher education setting.