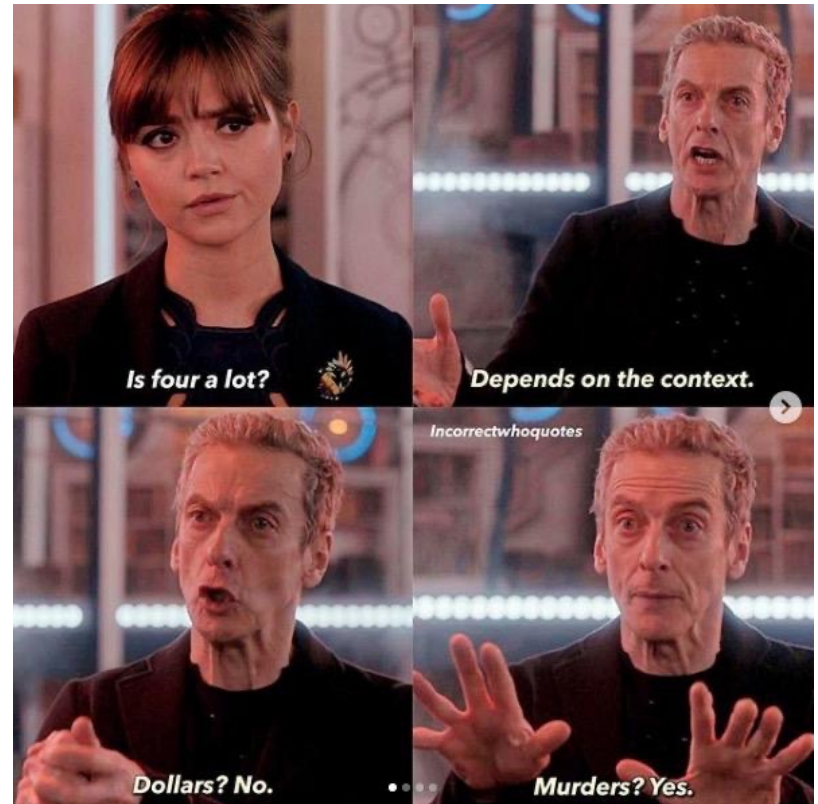


# GETTING STARTED AND PICKING RESEARCH CONTEXTS

- 
- 9 Making contexts matter: selecting research contexts for theoretical insights  
*Eric Arnould, Linda Price and Risto Moisio*<sup>1</sup>
- 

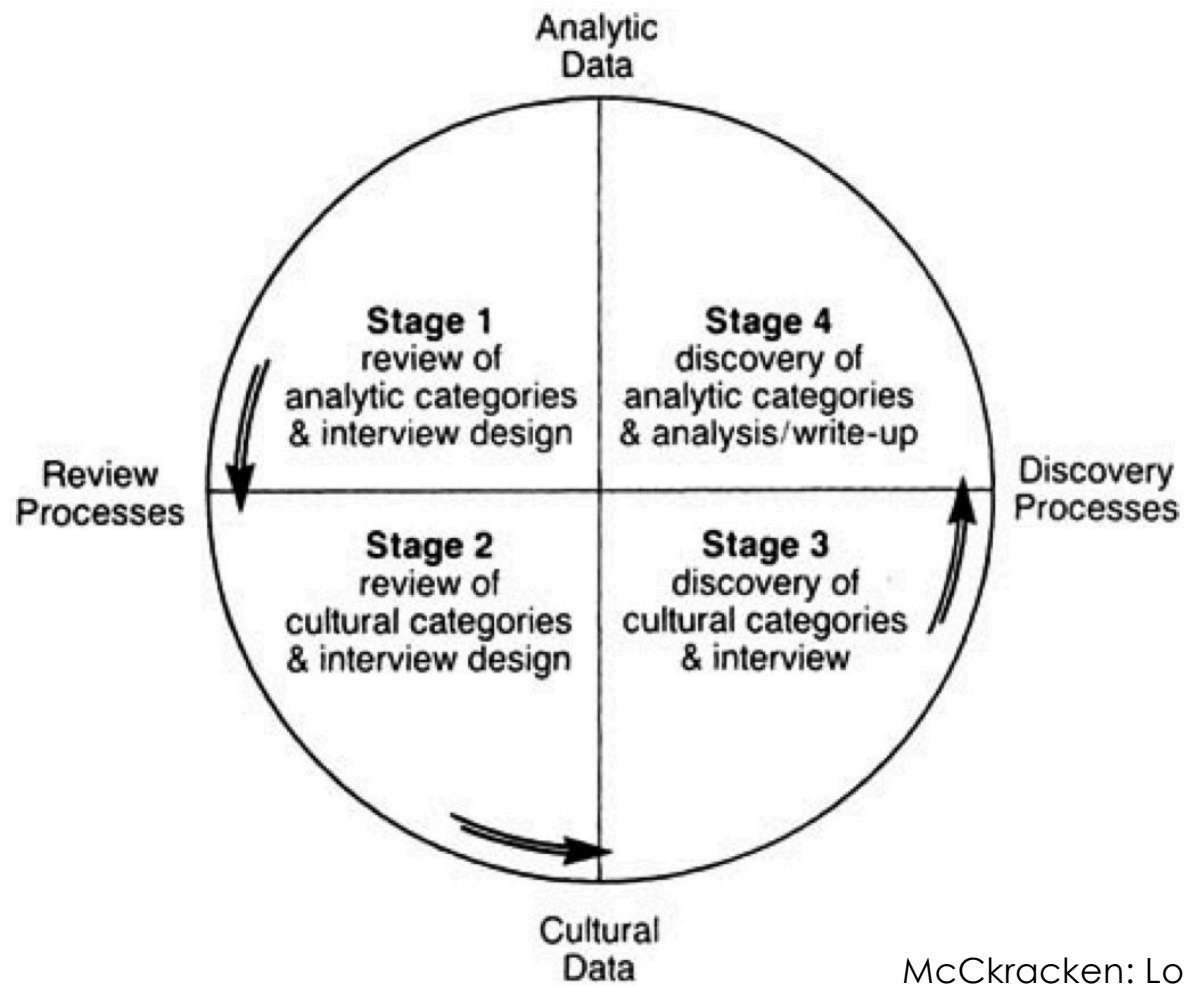


# WHAT IS A RESEARCH CONTEXT?

- It is the research setting that drives your theoretical question
- Finding a match between what you want to study and where you should be studying it is central to good qualitative research!
- You want to be able to say (ideally): “In no other context could you have studied this as effectively!”
- Addresses issues of the “generalizability” of qualitative findings

# TWO WAYS OF FRAMING CONTEXT

1. This context is new and interesting: **what can it us teach about consumers / markets /marketing?**
  - E.g., new technology, new trend, new political phenomenon, new...
  - "From context to theory" a more grounded theory approach
2. I am interested in X, which has not been explained in marketing / consumer research: **where should I study this?**
  - E.g., bringing new theories from other sciences into marketing
  - "From theory to context"



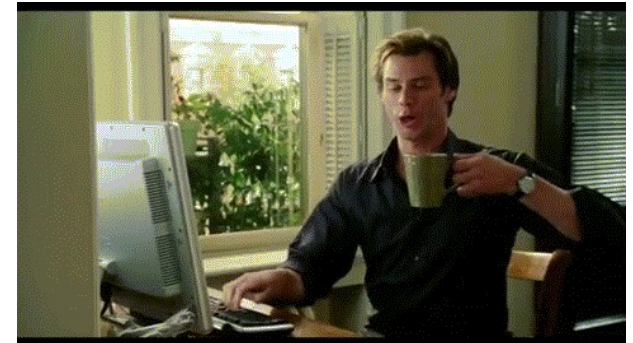
McCracken: Long Interview (1988)



1. Some exploration of context to orient yourself
2. Reviewing enough literature that you can start gathering data
3. Creation of research protocol or interview guide
4. First batch of data gathering (e.g. 2 interviews)
5. Early evaluation of data (i.e., am I getting “good stuff”?)
6. More data gathering, more comprehensive analysis
7. Re-engaging with the literature; critically rethinking research idea
8. Identifying blind spots and evaluating data saturation (negative cases?)
9. Finalizing data analysis; begin writing up final report
10. Finalizing report, revising research idea, literature etc.

## ***THESIS TIP #6:***

If you do qualitative research, accept that your thesis process will involve a lot of back-and-forth between literature, data gathering, and analysis

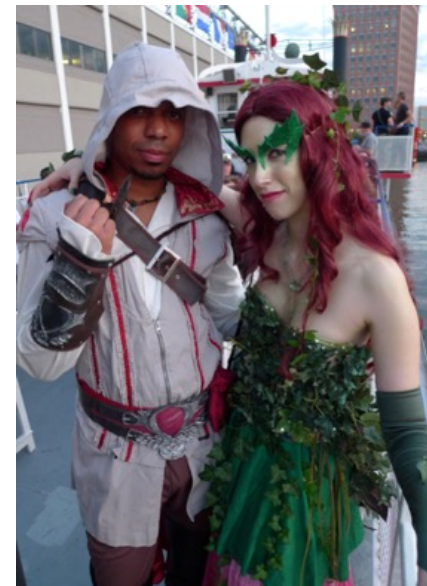




**CONTEXT TO THEORY:**  
**COSPLAY (SEREGINA AND WEIJO 2017)**

# COSPLAY

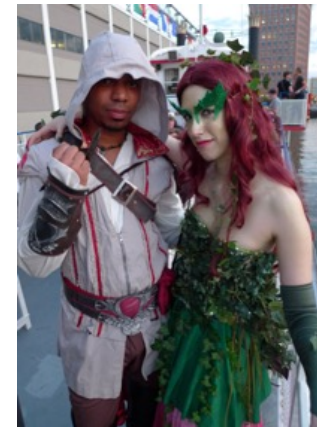
- Cosplay ('costume play'), a form of masquerade, exploding popularity in the last five years
- Emphasis on self-crafted outfits based on pop culture source material plus performances at related events, namely comic book conventions
- Exemplifies "playful" consumption: experimentation with identity, immersion, innovation etc.
- Highly time-consuming activity, costly
- Still somewhat stigmatized, "not useful leisure"
- **So what does this context allow you to study, theoretically?**





# COSPLAY

“Cosplay is highly time-consuming and costly (Gunnels 2009). Outfits can take multiple months or even years to build, with potential costs reaching thousands of dollars. **Cosplay’s growing temporal and monetary demands invariably become problematic.** Thus, we see cosplay as an ideal context for studying how ludic communal experiences are produced and sustained when consumers are faced with increasing instrumental costs.”



## Play at Any Cost: How Cosplayers Produce and Sustain Their Ludic Communal Consumption Experiences

ANASTASIA SEREGINA  
HENRI A. WEIJO

Communal consumption is often described as inherently playful; previous research focuses mainly on successful ludic communal experiences and largely disregards their potential pitfalls. Moreover, the marketplace is usually seen as the primary facilitator of ludic experiences, which has marginalized the role of the consumer. This article explores how consumers produce and sustain ludic consumption community experiences in the face of growing instrumental costs. It assumes a practice theory lens and is based on an ethnographic inquiry into cosplay, a time- and resource-intensive form of pop culture masquerade and craft consumption. Prolonged engagement in the cosplay community leads to growing emotional, material, temporal, and competence-related costs, which hinder playful experiences. Consumers practice modularization, reinforcement, and collaboration to overcome these costs and maintain the important ludic sensations that motivate communal engagements.

Keywords: ludic consumption, cosplay, play, communal consumption, practice theory

## THEORY TO CONTEXT:

“The role and performance of maintenance practices have not been studied within consumer research. Therefore, an ideal context for studying consumer maintenance would be...”



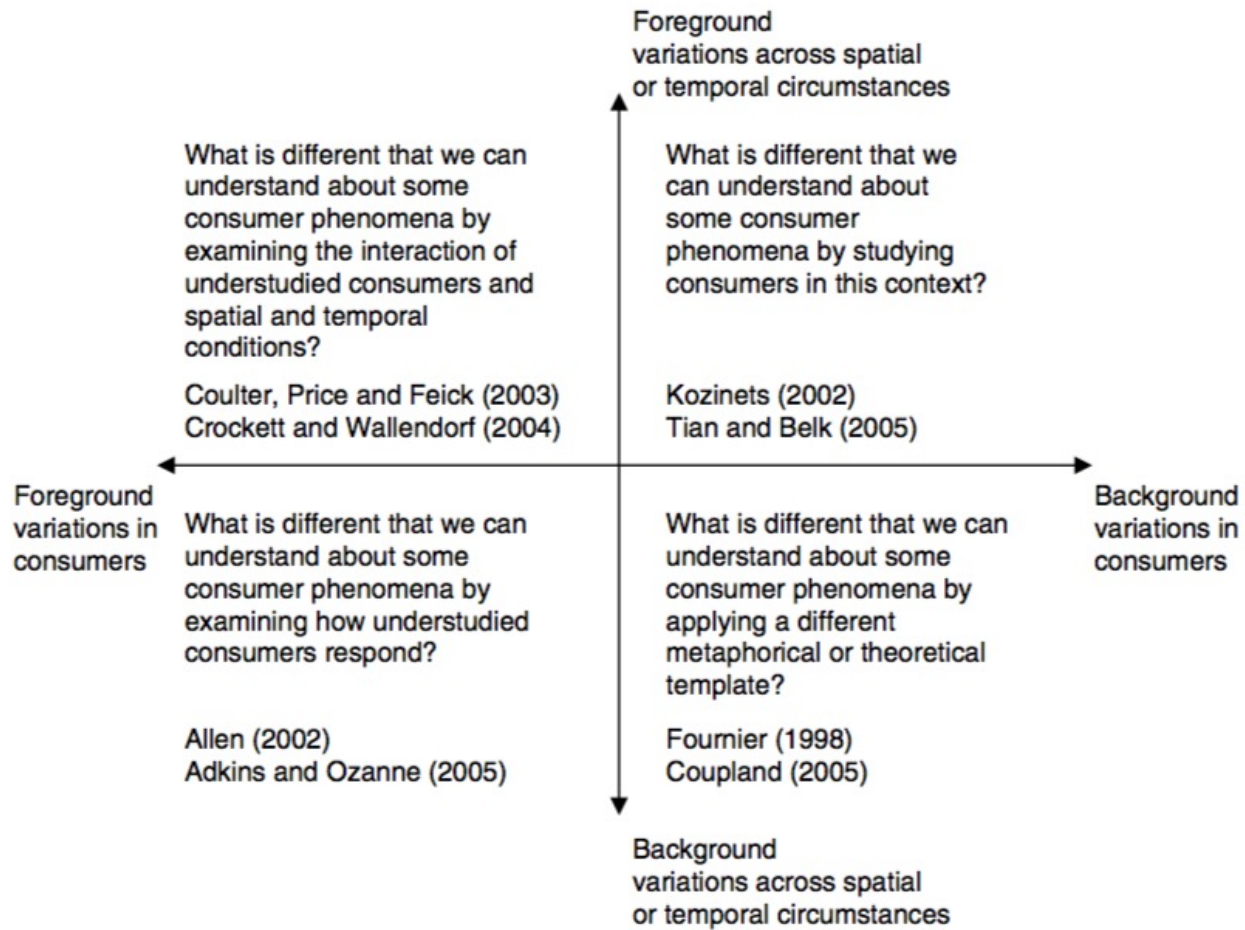


## RESEARCH CONTEXT AND METHOD

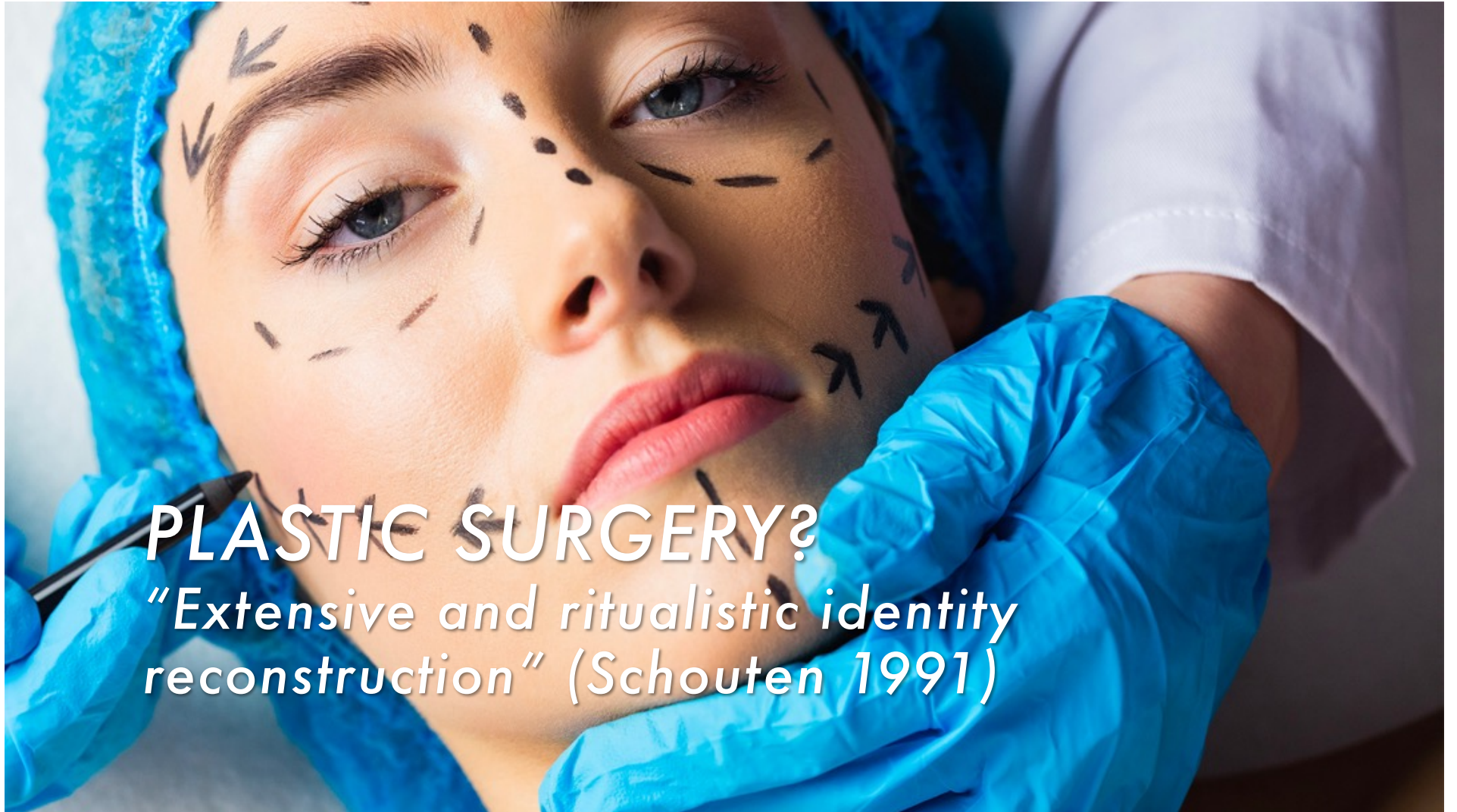
### Context: Sailing and Boat Maintenance in the Baltic Sea Area

*“A boat is a hole in the water into which money is poured.”* –Maritime proverb

Sailing is a popular leisure activity in Finland. Official reports estimate that Finland, a country of 5.6 million inhabitants, has at least 50 000 sailboats (Askola, Takala and Tefke 2017). Finnish sailors also come from socio-economically diverse backgrounds, as heavy state and municipal subsidies through cheap land rent for boat clubs and public harbor services keep the costs of sailing reasonable. For studying maintenance practices, sailing proved ideal. Sailboats require extensive and time-consuming maintenance due to the significant wear and tear from harsh winds and corrosive saltwater (Martin et al. 2019). Boats are often owned for long time periods and well-maintained boats can remain in use for as long as 60 years. Most boat sales indeed take place through second-hand markets. For example, the law states that boats longer than 5.5 meters have to be added to the official Finnish registry, and in 2017 the registry listed 13 942 of such sailboats of which only 29 were first-time registrations for new boats (Askola et al. 2017). The average age for sailboats was 27 years and a survey of registry members further found that 80% of sailboat owners did “most, if not all” of maintenance themselves, with an average annual maintenance spend of 1 801€ (ibid.).



A great research context **intensifies**  
some element of human behavior,  
making it easier to perceive and study!



# PLASTIC SURGERY?

*"Extensive and ritualistic identity reconstruction" (Schouten 1991)*



**RETIREMENT?**

*"Consumer Identity Renaissance" (Schau et al. 2009)*



# SKYDIVING?

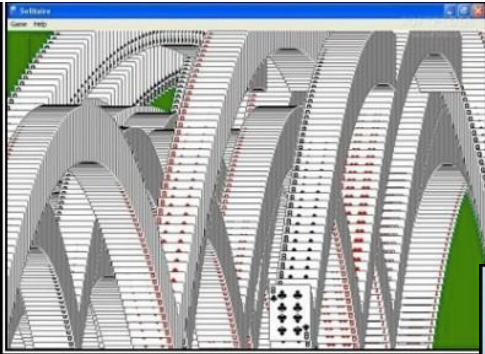
*"Collective normalization of risk" (Celsi et al. 1993)*





## CLOTHING LIBRARIES?

*"Balancing usage of owned and accessed objects within single product category" (ongoing project)*



MANY HAVE COMPARED MASS EFFECT 3 TO EATING A FANTASTIC DINNER AT A FANCY RESTAURANT, BUT BEFORE YOU CAN GET THE BILL AND LEAVE, YOU'RE FORCED TO CHEW AND SWALLOW A DOG TURD. WHEN BIOWARE ANNOUNCED THAT THEY WERE PLANNING TO MAKE AN EXTENDED VERSION OF THE ENDING AS DLC, BUT THAT THEY WOULD NOT CHANGE IT OR FIX ANY OF THE OTHER NUMEROUS ISSUES THIS IS ALL I COULD THINK OF.

STILL A BETTER ENDING

Then Mass Effect 3

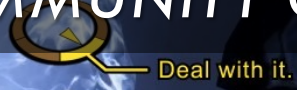


On Artistic Integrity

Just because you call something "art" doesn't mean it actually makes it good.

# FAN SENSE OF BETRAYAL OVER THE ENDING OF A BELOVED VIDEO GAME FRANCHISE

BRAND COMMUNITY COPING (Weijo et al. 2019)



YOU FINISHED ME!





## RESTAURANT DAY?

"How are consumer movements organized through collective creativity?" (Weijo et al. 2019)

# Pelin's Master's Thesis Experience

- Research interest in food & health
- Inspired by former medical research on self-diagnosed gluten sensitive patients
- Focused on context itself too much, resulted waste of time and energy
- "Role of adapting diets in consumer's life"
- Started fieldwork simultaneously with readings
- Used different Foucauldian concepts to explain the themes – overdid mix & match







# RECENT MASTER'S THESIS PROJECT

- A student wanted to do a project on students' alcohol consumption
- Took ages to get them out of "I study alcohol"
- What was the ultimate focus?
- **"Consumer management of risk in edgework consumption"**







# In Search of the “Meta-Maven”: An Examination of Market Maven Behavior across Real-Life, Web, and Virtual World Marketing Channels

Stuart J. Barnes  
University of East Anglia

Andrew D. Pressey  
Lancaster University

## ABSTRACT

Recently, a new set of channels for consumer and business interaction have emerged—three-dimensional “virtual” worlds. This study attempts to better understand the nature of market maven behavior (diffusers of general marketplace and shopping information) across three different channels—virtual worlds, the Web, and real-life—and to examine the extent to which market maven behavior is transferable across channel context (i.e., “fluid”) or channel dependent. Using data from two surveys (one in the virtual world “Second Life” and a follow-up Web survey for the same respondents), this paper explores differences and determinants of maven behavior. Employing partial least squares analysis, the findings indicate that market maven propensity is transferable across channels (i.e., high-scoring market mavens retain this across channel). However, while there may be the transferability of market maven behavior across channels, the findings demonstrate that maven propensity is influenced by the channel context. Consequently, individuals with high maven propensity tend to exhibit channels in which this behavior is more prominent. Therefore, market maven behavior might not only span general product categories, but also the channel itself (i.e., maven behavior remains fairly constant—or fluid—across channel). The findings also point to possible characteristics that may be used in the identification of market mavens: market mavens typically have greater cognizance of other mavens, are technology-savvy and individualistic, are of either gender and tend to be older and more intensive and experienced users of Web platforms and also intensive users of virtual worlds than those with low maven propensity. The findings of the study contribute to understanding market maven behavior, and provide an insight into the practices of mavens in a multichannel context, particularly in the case of the emerging channels that are virtual worlds. © 2012 Wiley Periodicals, Inc.

*Journal of Consumer Behaviour*, *J. Consumer Behav.* 14: 325–334 (2015)  
Published online 9 June 2015 in Wiley Online Library (wileyonlinelibrary.com) DOI: 10.1002/cb.1523

## The satisfaction and stress of being a market maven: A social network perspective

SEUNG HWAN (MARK) LEE<sup>1</sup>, GAIL LEIZEROVIC<sup>2</sup> and SHUOYANG ZHANG<sup>3</sup>

<sup>1</sup>Ted Rogers School of Retail Management, Ryerson University, Canada

<sup>2</sup>Richard Ivey School of Business, Western University, Canada

<sup>3</sup>Cameron School of Business, University of St. Thomas, TX, USA

## ABSTRACT

Compared with the average consumer, market mavens possess a unique set of characteristics including a greater depth of knowledge of the marketplace and its products, as well as a strong social network. Based on a field study of an emerging social network of Canadian undergraduate students ( $N=71$ ), we examine the level of satisfaction and stress that market mavens experience as a result of their network participation. First, market mavens (versus non-mavens) are more satisfied with their network if they occupy central network positions. Simultaneously, however, mavens incur more stress if they occupy these central positions. Further, market mavens have a lower rate of network growth and build a more selective network of *like-minded others* over time. This suggests that market mavens seek to interact with other market mavens more so than with non-mavens about product-related and market-related information. Together, we provide new insights into the personal outcomes of market mavens' network positions and their networking behavior. Copyright © 2015 John Wiley & Sons, Ltd.

Lawrence F. Feick & Linda L. Price

# The Market Maven: A Diffuser of Marketplace Information

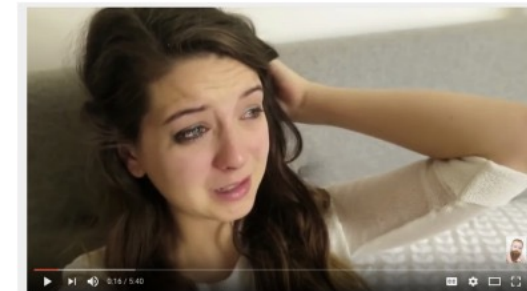
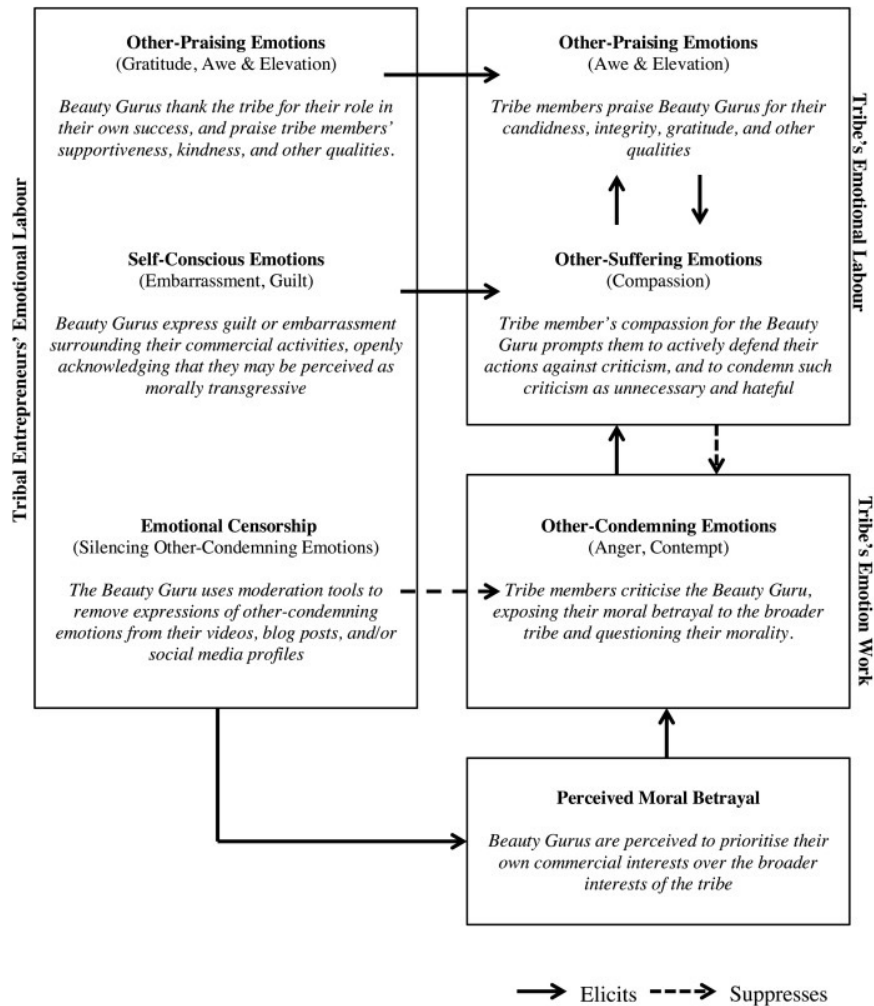
The research focus is individuals who have information about many kinds of products, places to shop, and other facets of the market, and initiate discussions with and respond to information requests from other consumers. Specifically, the authors develop a Likert-type scale to measure consumers' propensity to provide general shopping and marketplace information. Consumers scoring high on this scale are referred to as “market mavens.” Based on a national sample of 1531 households, the findings indicate that market mavens exist and that other consumers recognize them. Consumers believe market mavens are influential in their purchasing decisions. The authors document the distinctness of market mavens from other influencers. They test several propositions about the market attitudes and behaviors of market mavens, but find no clear socioeconomic and demographic profile of these influencers. The results have implications for marketing managers and suggest a reexamination of the approach to information diffusion.



## The Megaphone Effect: Taste and Audience in Fashion Blogging

EDWARD F. MCQUARRIE  
JESSICA MILLER  
BARBARA J. PHILLIPS

The megaphone effect refers to the fact that the web makes a mass audience potentially available to ordinary consumers. The article focuses on fashion bloggers who acquire an audience by iterated displays of aesthetic discrimination applied to the selection and combination of clothing. The authors offer a theoretical account of bloggers' success in terms of the accumulation of cultural capital via public displays of taste and describe how the exercise of taste produces economic rewards and social capital for these bloggers. The article situates fashion blogging as one instance of a larger phenomenon that includes online reviews and user-generated content and extends to the consumption of food and home decor as well as clothing. In these instances of the megaphone effect, a select few ordinary consumers are able to acquire an audience without the institutional mediation historically required.



**FAMILY DO NOT WATCH THIS | VLOGMAS DAY 3**

**Key point is looking at same context  
with a different theoretical perspective  
and finding a gap!**

### **Further research ideas on influencers?**

How brand choose which influencer they'll work with?

Influencers perceived identity among high / low cultural capital consumers?

Influencers as consumers or marketers?

Credibility of influencers?

Ethics of influencing?

# Planning the interviews

## ***MYTHS AND TRUTHS...***

***MYTH:*** Qual research is less rigorous or reliable than quant! I mean look at those small sample sizes!

***TRUTH:*** Sample size is entirely dependent on research project; even small samples can produce saturation

“Based on our analysis, we posit that data saturation had for the most part occurred by the time we had analyzed twelve interviews. After twelve interviews, we had created 92% (100) of the total number of codes developed for all thirty of the Ghanaian transcripts (109) and 88% (114) of the total number of codes developed across two countries and sixty interviews. Moreover, four of the five new codes identified in the Nigerian data were not novel in substance but rather were variations on already existing themes. In short, after analysis of twelve interviews, new themes emerged infrequently and progressively so as analysis continued.”

## How Many Interviews Are Enough? An Experiment with Data Saturation and Variability

GREG GUEST  
ARWEN BUNCE  
LAURA JOHNSON  
*Family Health International*

*Guidelines for determining nonprobabilistic sample sizes are virtually nonexistent. Purposive samples are the most commonly used form of nonprobabilistic sampling, and their size typically relies on the concept of “saturation,” or the point at which no new information or themes are observed in the data. Although the idea of saturation is helpful at the conceptual level, it provides little practical guidance for estimating sample sizes, prior to data collection, necessary for conducting quality research. Using data from a study involving sixty in-depth interviews with women in two West African countries, the authors systematically document the degree of data saturation and variability over the course of thematic analysis. They operationalize saturation and make evidence-based recommendations regarding nonprobabilistic sample sizes for interviews. Based on the data set, they found that saturation occurred within the first twelve interviews, although basic elements for metathemes were present as early as six interviews. Variability within the data followed similar patterns.*

**Keywords:** *interviewing; saturation; variability; nonprobability sampling; sample size; purposive*

**TABLE 4**  
Internal Consistency of Code Frequencies

	<i>Rounds</i>	<i>Interviews</i>	<i>Cronbach's Alpha</i>
Ghana only	1-2	1-12	.7048
	1-3	1-18	.7906
	1-4	1-24	.8458
	1-5	1-30	.8766
Ghana and Nigeria	1-6	1-36	.8774
	1-7	1-42	.8935
	1-8	1-48	.9018
	1-9	1-54	.9137
	1-10	1-60	.9260
$\mu$ Ghana, $\mu$ Nigeria	1-30, 31-60	.8267	

**TABLE 5**  
Presence of High-Prevalence Codes in Early Stages of Analysis

<i>Frequency after R10 (Sixty Interviews)</i>	<i>Number of Codes</i>	<i>Percentage Present in R1 (First Six Interviews)</i>	<i>Percentage Present after R2 (First Twelve Interviews)</i>
High	36	94	97
Medium	39	56	83
Low	39	62	82

## How Many Interviews Are Enough? An Experiment with Data Saturation and Variability

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**Keywords:** *interviewing; saturation; variability; nonprobability sampling; sample size; purposive*



## **More interviews are needed when...**

The more unstructured the interviews are

The more heterogeneous the interview sample is

The more complex the research topic is

The more researchers there are in a team

The less experienced the researchers are

If the interviews necessitate a special setting

## **How Many Interviews Are Enough? An Experiment with Data Saturation and Variability**

GREG GUEST  
ARWEN BUNCE  
LAURA JOHNSON  
*Family Health International*

*Guidelines for determining nonprobabilistic sample sizes are virtually nonexistent. Purposive samples are the most commonly used form of nonprobabilistic sampling, and their size typically relies on the concept of "saturation," or the point at which no new information or themes are observed in the data. Although the idea of saturation is helpful at the conceptual level, it provides little practical guidance for estimating sample sizes, prior to data collection, necessary for conducting quality research. Using data from a study involving sixty in-depth interviews with women in two West African countries, the authors systematically document the degree of data saturation and variability over the course of thematic analysis. They operationalize saturation and make evidence-based recommendations regarding nonprobabilistic sample sizes for interviews. Based on the data set, they found that saturation occurred within the first twelve interviews, although basic elements for metathemes were present as early as six interviews. Variability within the data followed similar patterns.*

**Keywords:** *interviewing; saturation; variability; nonprobability sampling; sample size; purposive*

# **ARE WE THERE YET? A TECHNIQUE TO DETERMINE THEORETICAL SATURATION**

**TERRY ROWLANDS**  
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**BERNARD MCKENNA**  
The University of Queensland  
St Lucia, Q 4072, Australia

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**TABLE 2. Theoretical Saturation with confidence level**

<b>Data Sets</b>	<b>ThS at 95% confidence</b>	<b>ThS at 99% confidence</b>
<b>Set 1</b>	<b>10 Interviews</b>	<b>18 Interviews</b>
<b>Set 2</b>	<b>10 Interviews</b>	<b>17 Interviews</b>
<b>Set 3</b>	<b>13 Interviews</b>	<b>27 Interviews</b>



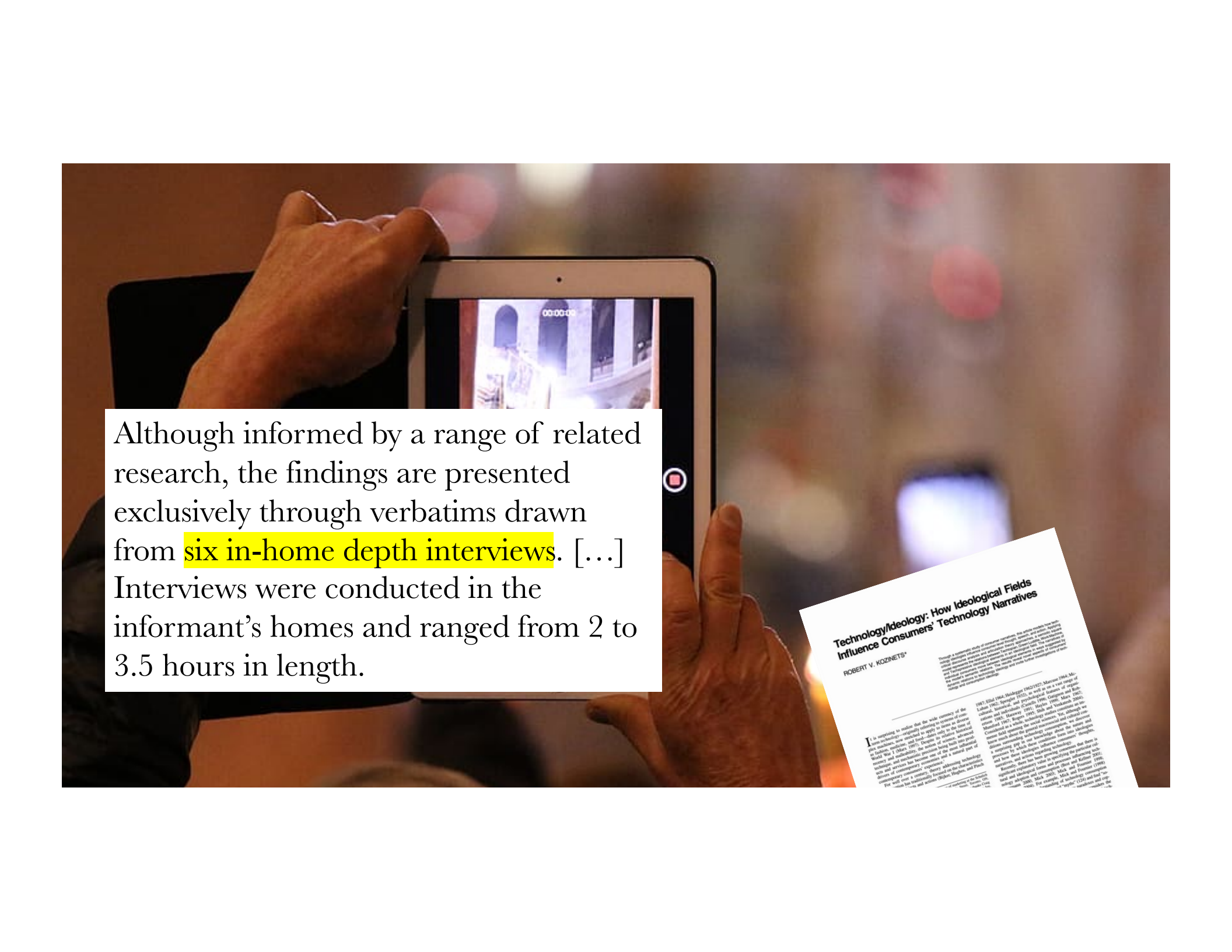
## Play at Any Cost: How Cosplayers Play and Sustain Their Ludic Communal Consumption Experiences

ANASTASIA SEREGINA  
HENRI A. WEIJO

Communal consumption is often described as a search for meaning in a world of material abundance. This article explores how consumers sustain their communal consumption experiences in the face of a time- and resource-intensive form of play. It examines how consumers sustain their communal consumption experiences through temporal, spatial, and social practices that mo-

**TABLE 1**  
RESEARCH DATA SOURCES

Name	Sources	Dataset	Purpose
<b>Ethnographic notes</b>	Notes from fieldwork at conventions: San Diego Comic-Con 2013; Rhode Island Comic-Con 2014; Boston Comic-Con 2014, 2015, 2016; Anime Con Boston 2015, 2016.	53 double-spaced pages	Gaining understanding of context, and especially of conventions, as leisure locations and materiality. Organized cosplay activities.
<b>Photography</b>	Photography during fieldwork.	908 photographs	Elaborating the intricacies of costume crafting and taste structures based on aesthetic merit.
<b>Recorded interviews</b>	Cosplayers at conventions. Interviews ranged from 5 to 90 minutes (average length 20 minutes).	64 interviews, 312 double-spaced pages	Understanding the process of and emotional engagement in costume crafting, including difficulties and sense of achievement.
<b>Netnography in online community</b>	Cosplay.com archives.	145 discussion threads, 4,278 double-spaced pages	Deeper study of themes through keywords emically identified, particularly in negative cases; boundary conditions, sensitive topics, and anxieties often undisclosed in interviews.
<b>Other netnography</b>	Blogs (CosplayDad, cosplay.ph), Cosplayer Facebook profiles (Kamui Cosplay, Yaya Han), niche media (Kotaku, BuzzFeed).	12 blogs, 9 profiles (16 double-spaced pages of notes)	Understanding deeply engaged cosplayers and their online interactions. Learning from tutorials. Discerning construction of cosplay fame.
<b>Newspaper articles</b>	<i>New York Times</i> , <i>Wired</i> , <i>The Guardian</i> , <i>Financial Times</i> .	10 articles, 67 double-spaced pages	Contextualizing cosplay within marketplace and understanding emerging mainstream interest 2010 and after. Studying advocacy practices.
<b>Documentaries</b>	<i>Cosplay! Crafting a Secret Identity</i> (WPBA); <i>Comic-Con Episode IV: A Fan's Hope</i> (Mutant Enemy, Thomas Tull Productions, Warrior Poets); <i>My Other Me: A Film about Cosplayers</i> (M.O.D. Entertainment and High Deaf Productions).	3 films	Identifying cosplay as an overall phenomenon and gaining deeper knowledge of embedded entrepreneurs.



Although informed by a range of related research, the findings are presented exclusively through verbatims drawn from **six in-home depth interviews**. [...] Interviews were conducted in the informant's homes and ranged from 2 to 3.5 hours in length.

### Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives

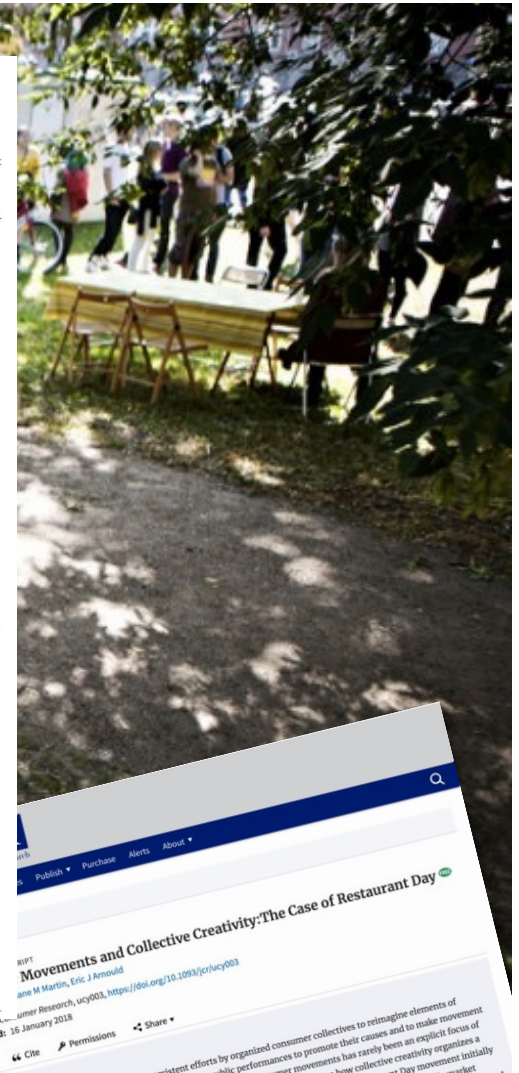
ROBERT V. KOZNETS\*

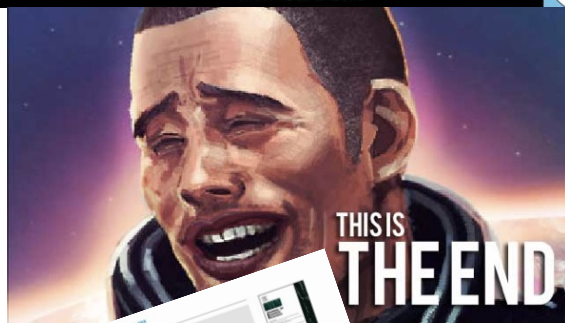
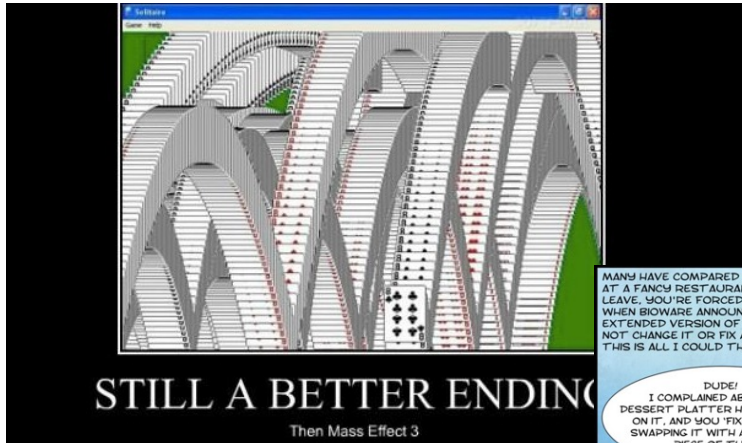
Through a historical study of consumer narratives, this article reveals how technology narratives influence consumers' technology, systems, and culture. Applying cultural, historical, and psychological theories of organization and communication, the author examines how technology narratives influence consumers' technology, systems, and culture. The author argues that technology narratives are not only a reflection of consumers' technology, systems, and culture, but also a means of influencing consumers' technology, systems, and culture. The author argues that technology narratives are not only a reflection of consumers' technology, systems, and culture, but also a means of influencing consumers' technology, systems, and culture.

It is surprising to realize that the wide currency of the term *technology*—originally referring to tools or devices, machines, and tools—has only in the last few decades become a dominant force in the social sciences. For example, in the 1980s, the author of this article, Robert V. Koznets, was a graduate student at the University of California, Berkeley, and he was studying for his Ph.D. in the field of organizational communication. At that time, the field of organizational communication was largely dominated by the study of communication processes and a small part of it was devoted to the study of technology. However, in the 1990s, the field of organizational communication began to focus on the study of technology and its impact on organizations. This shift was largely due to the work of scholars such as Paul Gilroy (1993), who argued that technology is a key factor in the development of modernity, and the work of scholars such as the author, who argued that technology is a key factor in the development of modernity.

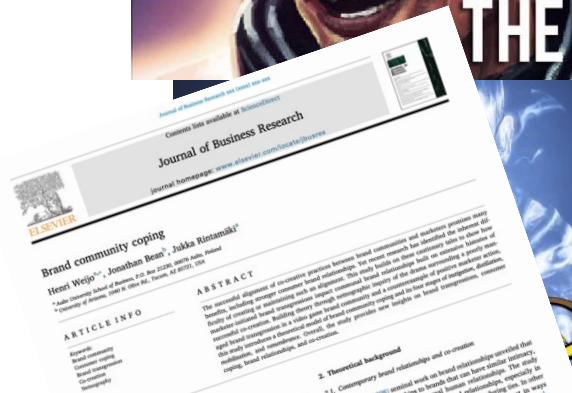
**TABLE 1**  
SUMMARY OF DATA SOURCES

Description	Sources	Dataset	Purpose
Ethnographic fieldwork	Fieldwork at Restaurant Day events between May 2011 and May 2014	57 minutes of audio field notes	Recording and elaborating on emergent fieldwork impressions and insights
Photography	Photographs taken during fieldwork	126 photographs	Illustrating variety of event expressions and symbolic elements
Ethnographic interviews (recorded)	Interviews during fieldwork, ranging from 5 to 45 minutes	51 interviews, 118 double-spaced pages	Understanding behavior and motives of event participants
Netnography	Restaurant Day's social media presence and related discussions, food blogs with dedicated coverage of Restaurant Day (The Untrendy Food Blog and Hanna's Soup Blog)	58 entries, altogether 432 double-spaced pages	Understanding participant reactions and discussions outside of events, understanding behavior of creative curators and critics
Videography	Supporting fieldwork at November 2012 and February 2013 events	130 minutes of footage	Understanding material practices, grand tours of restaurants, heterogeneity of event expressions, participant movements, elicitation during interviews, emotions
Media coverage	Finnish and international mainstream media articles, local media articles, radio interviews (transcribed)	78 articles, 204 double-spaced pages	Understanding media framing of creation and greater audience reactions
Long interviews	Restaurant Day founders, cultural activists, politicians, government officials, police officers, and journalists, average length around one hour	14 interviews, 279 double-spaced pages	Understanding behavior and motives of various market actors behind and affected by the creation





“The first and third authors began following the transgression first out of personal interest as both had played through the ME trilogy and the third author was a BSN member. Personal interest turned into collaborative inquiry in April 2012 when the transgression was still unfolding. We gathered data through non-participatory netnographic observation predominantly in the BSN online community (Kozinets, 2010). [...] The BSN community data set consisted of approximately two hundred threads dedicated to the transgression (length varied from a few replies to hundreds). Following Weijo, Hietanen, and Mattila (2014), we also expanded our inquiry outside of BSN by following incoming and outgoing links to other sites, which led to insights into how the transgression was perceived outside the community. These secondary sources consisted of videos, images, blog posts, and news reports. Data gathering, analysis, and engagement with previous literature all overlapped throughout the research project (Miles & Huberman, 1994).”



Deal with it.



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## “Feeling in Control”: Optimal Busyness and the Temporality of Organizational Controls

Ioana Lupu , Joonas Rokka 

Published Online: 13 Sep 2021 | <https://doi.org/10.1287/orsc.2021.1486>

### Go to Section

[Abstract](#)

### Abstract

This study extends prior research seeking to understand the reproduction and persistence of excessive busyness in professional settings by addressing the relationship between organizational controls and temporal experiences. Drawing on 146 interviews and more than 300 weekly diaries in two professional service firms, we develop a framework centered on the emerging concept of optimal busyness, an attractive, short-lived temporal experience that people try to reproduce/prolong because it makes them feel energized and productive as well as in control of their time. Our findings show that individuals continuously navigate between different temporal experiences separated by a fine line, quiet time, optimal busyness, and excessive busyness, and that optimal busyness that they strive for is a fragile and fleeting state difficult to achieve and maintain. We show that these temporal experiences are the effect of the *temporality of controls*—that is, the ability of controls to shape professionals’ temporal experience through structuring, rarefying, and synchronizing temporality. Moreover, we find that professionals who regularly face high temporal pressures seek to cope with these by attempting to construct/prolong optimal busyness through manipulating the pace, focus, and length of their temporal experiences, a process we call *control of temporality*. Our study contributes to a better understanding of the reproduction of busyness by explaining why professionals in their attempts to feel in control of their time routinely end up overworking.

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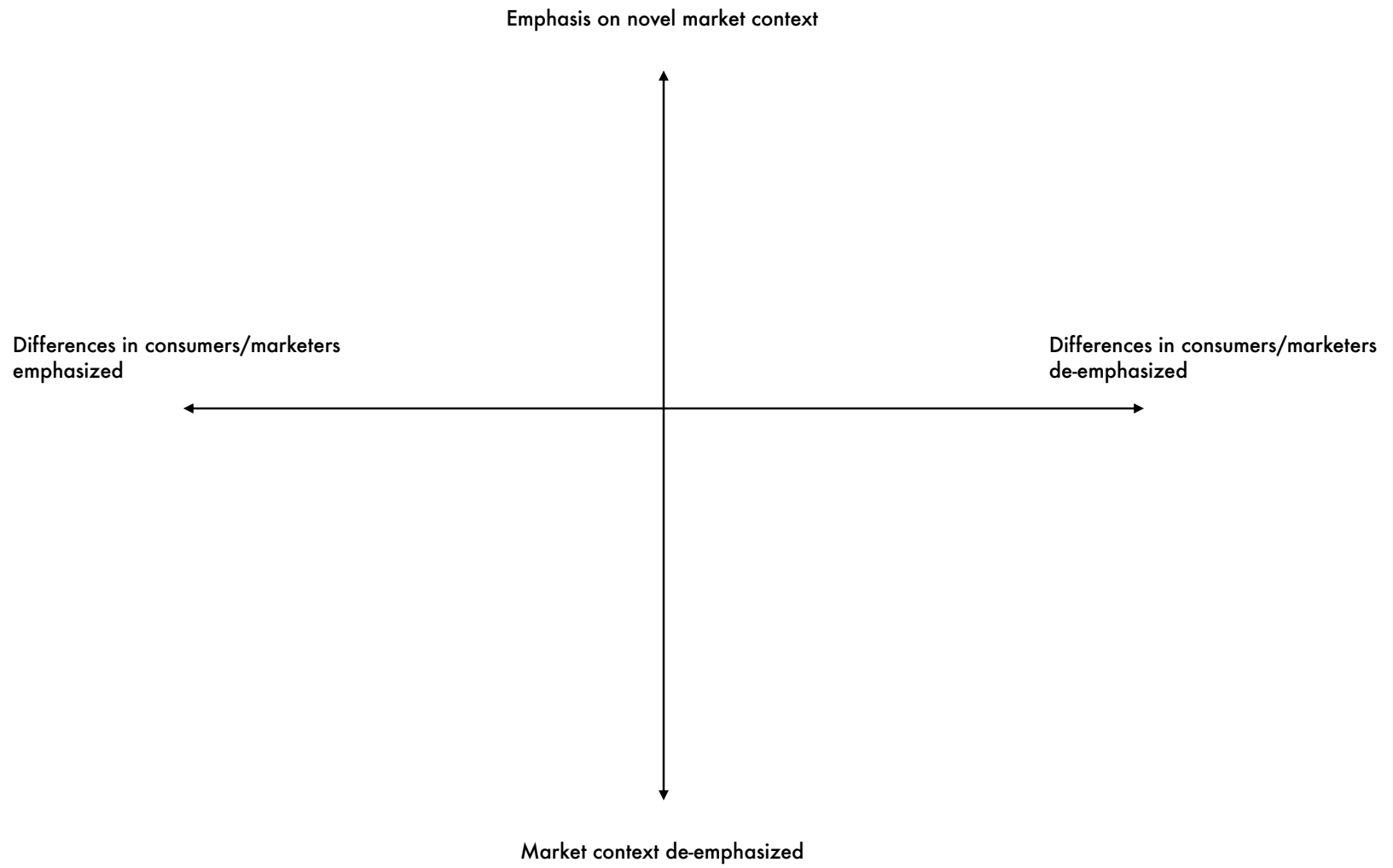
# ***THESIS TIP #7:***

When preparing your thesis project, try to think in terms of:

“My master’s thesis studies \_\_\_\_\_ in the context of \_\_\_\_\_. It is an ideal context for the study, because \_\_\_\_\_.”







**Let's go to break-out rooms!**