

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

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**Adele E. Clarke, Carrie Friese, Rachel S.
Washburn**



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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

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Table of Contents Chapter 4 The Situation Situational Analysis Vwms

1. Understanding the eBook Chapter 4 The Situation Situational Analysis Vwms
 - The Rise of Digital Reading Chapter 4 The Situation Situational Analysis Vwms
 - Advantages of eBooks Over Traditional Books
2. Identifying Chapter 4 The Situation Situational Analysis Vwms
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Chapter 4 The Situation Situational Analysis Vwms
 - User-Friendly Interface
4. Exploring eBook Recommendations from Chapter 4 The Situation Situational Analysis Vwms
 - Personalized Recommendations
 - Chapter 4 The Situation Situational Analysis Vwms User Reviews and Ratings
 - Chapter 4 The Situation Situational Analysis Vwms and Bestseller Lists
5. Accessing Chapter 4 The Situation Situational Analysis Vwms Free and Paid eBooks
 - Chapter 4 The Situation Situational Analysis Vwms Public Domain eBooks
 - Chapter 4 The Situation Situational Analysis Vwms eBook Subscription Services
 - Chapter 4 The Situation Situational Analysis Vwms Budget-Friendly Options

6. Navigating Chapter 4 The Situation Situational Analysis Vwms eBook Formats
 - ePub, PDF, MOBI, and More
 - Chapter 4 The Situation Situational Analysis Vwms Compatibility with Devices
 - Chapter 4 The Situation Situational Analysis Vwms Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Chapter 4 The Situation Situational Analysis Vwms
 - Highlighting and Note-Taking Chapter 4 The Situation Situational Analysis Vwms
 - Interactive Elements Chapter 4 The Situation Situational Analysis Vwms
8. Staying Engaged with Chapter 4 The Situation Situational Analysis Vwms
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Chapter 4 The Situation Situational Analysis Vwms
9. Balancing eBooks and Physical Books Chapter 4 The Situation Situational Analysis Vwms
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Chapter 4 The Situation Situational Analysis Vwms
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Chapter 4 The Situation Situational Analysis Vwms
 - Setting Reading Goals Chapter 4 The Situation Situational Analysis Vwms
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Chapter 4 The Situation Situational Analysis Vwms
 - Fact-Checking eBook Content of Chapter 4 The Situation Situational Analysis Vwms
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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