

In keeping with my argument in Chapter 3 that scholars should consider modes of analysis beyond alphabetic text, I'm presenting my methods for each body chapter via video. For practical purposes, video allows me to use visual and spatial modes along with linguistic modes, to use the New London Group's modal breakdown, which makes a multimodal qualitative analysis approach easier to describe.

I started with digital autoethnographic data gathered over a period of ten months: video recordings, screen recordings, notes, and drafts from every webtext composing session.

Using the analytic memoing process described in Chapter 3, I synthesized the contextual data into a reflection narrative to make it more manageable for analysis.

I then developed a system of icon-codes out of analytic engagement with the reflection narratives and drafts, which I displayed as a visual representation I'm calling an icon-code map.

To check these codes, I applied them to other webtext composers' invention narratives gathered from published accounts and interviews, then used these narratives to adjust the coding system as appropriate.

Overall, my coding system has developed out of continuous iterative movement between codes and data, with every new pass bringing the emerging patterns into greater focus.