'The other's' face: revealing aspects of participant orientation based on multimodal interaction analysis

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This paper discusses how multimodal interaction analyses can be conducted. The paper introduces the basic methodological assumptions in an ethnomethodological and conversational analytical (EMCA) perspective and provides three different exemplary analyses. The article provides an introduction to the field and presents new research within three selected areas. The examples are from three different settings: interaction between participants and a service robot, colleagues in an office landscape, and a citizen and a social-psychiatric worker in video-mediated interaction. The analyses show how participants in various ways utilize bodily and verbal resources to secure the other's attention. In the analysis sections, emphasis is on the participants' bodily orientation towards each other's faces and gaze. The article thus provides new knowledge about the multimodal semiotic ecology, in which speaking bodies interact in a material world.

KEYWORDS: multimodality, EMCA, ethnomethodology, conversation analysis, social interaction, intersubjectivity, face