

The Metaphor Analysis

A combination of quantitative and qualitative research

Andreas J. Risch, MSc, D.O.

Eichstätt, Germany

info@praxis-risch.de

The Metaphor Analysis

- Research method of cognitive linguistics
- Examination of metaphors and metaphoric concepts
- Combination of quantitative and qualitative research
- How can abstract terminology, e.g. HEALTH be analyzed and what does it mean for Osteopathy?

Metaphor

- Metaphor (greek) => "to carry over" or "to transfer".
- A metaphor "is projecting or mapping" a certain understanding or experience from a "source domain" on to a "target domain" and provides meaning and explanation, e.g. "Truth is like Fire", "Speaking the truth is shining and burning".
- Examples of metaphors in osteopathy:
HEALTH AS PERFECTION AND HARMONY (Still),
HEALTH AS FLUID LIGHT (Sutherland), BREATH OF LIFE (Sutherland), LIVING PRINCIPLE IN A LIVING BODY (Becker), HEALTH AS WHOLENESS (Jealous).

Metaphor

- „The essence of metaphor is understanding and experiencing one kind of things in terms of another.“
(Lakoff/Johnson, 1980).

Conceptual Metaphors and Metaphoric Concepts

- Conceptual metaphors / metaphoric concepts => combinations of several metaphoric phrases

Example: HEALTH AS BALANCE

well-balanced, to be even/uneven,
equal/unequal, heavy/light, to find one's
center, to adjust, to adapt, alignment

Characteristics and Functions of Metaphors

- operative, e.g. HEALTH AS ORIENTATION (leading an action)
- evaluative, e.g. HEALTH AS HAPPINESS (conveying feelings and emotion)
- selective, Hiding and Highlighting (focusing, emphasizing, reducing)
- creative, e.g. HEALTH AS PERMEABILITY (helping to express the nonspeakable or the non-visible)
- explanatory, e.g. HEALTH AS HIGHEST GOOD (setting certain axioms)

Because metaphors are mostly used in non-intentional speech, e.g. in a subconscious way, they need to be reflected and consciously thought about in order to use them and not be used by them.

Hiding and Highlighting

- „The very systemacity that allows us to comprehend one aspect of a concept in terms of another will necessarily hide other aspects of the concept“, (Lakoff/Johnson,1980)
- Metaphors can highlight certain aspects of therapy, but they also can hide other valuable therapeutic possibilities through their constitutive theories (HEALTH AS CARE, can highlight the support, but can hide the cost or viceversa)



„Hygieia“
by Gustav Klimt

Question of Research

„Health as Metaphor“ – what are the metaphoric concepts of health used by German speaking osteopaths with academic background?

Hypothesis and preliminary assumptions

- Abstract terminology like health in osteopathy is primarily conceptualized metaphorically.
- Metaphoric conceptualization helps to transfer osteopathic thought, speech and practice into common understanding and perception.
- Terms and concepts, e.g.health, which are difficult to access and comprehend can be understood and communicated more easily by using metaphors.
- Osteopathic experience can be articulated and discussed in a better way.

Methodology: Metaphor analysis

Subjects:

- 10 Osteopaths, MSc, DO (out of a list of 140 academically graduated osteopaths at WSO/DUK, Austria)
- Female: 5
- Male: 5
- Average age: 45,9 y.
- Average of professional experience: 7,8 y.
- Number of interviews: 10
- Average duration of an interview: 30-45 Min

The interviews were audio-transcribed and proofread by an independent person.

Method

- The metaphor analysis was conducted on the basis of guidelines for qualitative research methods set up by Schmitt (2009).
- The application of metaphor donation categories followed the concept of cognitive linguistics as outlined by Lakoff and Johnson and incorporated new developments by Schmitt (2009), Moser (2000) and Heitmann (2006).
- All interviews were searched several times word-by-word and metaphors related to health were identified and categorized. Repeated metaphors were taken into account, however each metaphor was assigned only once to the most appropriate category.
- The category „Other Sensory Perception“ was added in the area of metaphors for sensory experience due to a high frequency of expressions related to this field.
- Four concepts in the physical body category group based on the personality model of F. Riemann were introduced as a structural guidance.
- The thematic experience group was divided into three concepts.

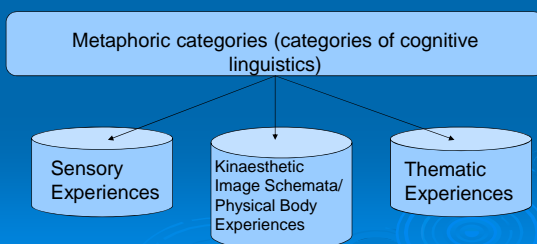
Aspects of Quantitative Research

- Grade of Metaphorization
- Documentation of frequencies of metaphors individually and within the group
- Ranking of Metaphors
- Distribution of metaphors among different categories and concepts
- Distribution of metaphors within different groups of experience

Aspects of Qualitative Research

- Evaluation and Analysis:
 - of the resulting metaphoric concepts
 - of communication processes
 - of psychological, social and cultural context
 - of conscious reflection of language
- Conclusions of the mental models underlying the metaphoric concepts.
- Application of triangulation methods in the evaluation of data, i.e. quantitative and qualitative, in order to provide a wider spectrum of findings and better validation of the results.

Groups of Metaphoric Categories



Distribution of frequencies of metaphors related to groups, concepts and categories:

Sensory Experience	Number N	Physical Body Experience	Number N	Thematic Experience	Number N
Visual	77	Association	160	Sociological	278
Acoustic	3	Relation	99	Fight	26
Tactile/Haptic/Thermal	63	Part/Whole	61	Game/Sports	13
Olfactory	0	Dissociation	97	Illness/Helping	38
Gustatory	0	Space	71	Rules/Regulation	43
Other Sensory Perception (Interception)	215	Closeness/Distance	26	Economy	45
		Duration	117	Representation	113
		Weight/Balance	83	Ecological	76
		Up/Down	34	Nature	49
		Change	192	Organism	14
		Orientation	174	Circle/Cycle/Rhythm	13
		Front/Back	18	Technological	144
				Science/Technique/Crafts	144
Sum:	358		566		498
Metaphors total:	1422				

Overview of the highest frequencies of metaphors according to rank („Top Ten“):

Rank	Category	Number of Metaphors: N	Percentage: %
1	OSP*	215	15
2	Orientation	174	12
3	STC*	144	10
4	Representation	113	8
5	Relation	99	7
6	Weight/Balance	83	6
7	Visual	77	6
8	Space	71	5
9	Tactile/Haptic/Thermal	63	5
10	Part/Whole	61	4

Overview over the lowest frequencies of metaphors according to rank:

19	Organism	14	1
20	Game/Sports	13	1
21	CCR*	13	1
22	Acoustic	3	0
23	Olfactory	0	0
24	Gustatory	0	0

* OSP = Other Sensory Experience
 * STC = Science/Technique/Crafts
 * CCR= Circle/Cycle/Rhythm

Examples of Metaphors from the Interviews:

- HEALTH AS FIRE WHICH NEEDS TO BE INFLAMED
- HEALTH AS PERMEABILITY
- HEALTH AS PROCESS
- HEALTH AS POTENTIAL
- HEALTH AS RULES AND REGULATIONS
- HEALTH AS WHOLENESS
- HEALTH AS PEACE AND HARMONY
- HEALTH AS WHEN THE BODY IS ABLE TO SWIM IN IST OWN FLUID
- HEALTH AS VIEWPOINT
- HEALTH AS PERFORMING ART
- HEALTH AS TRUST
- HEALTH AS PERCEPTION
- HEALT AS UNDERSTANDING

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Thank you very much for your attention!

Andreas J. Risch, MSc, D.O.

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