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APPENDIX A  
INTERVIEW GUIDE

1. I am conducting research on women and their experiences in the workplace.  
Can you tell me about your experience as a woman in the workplace?
  
2. Possible follow-up questions:  
Career path: How did you get to where you are today?  
Gender: Do you think your career path would have been different if you were a man?  
Ask about appointments, promotions and opportunities.  
Did you have mentors?  
Do you think things have changed since 1994?  
Task divisions: Do you think there are any gender-specific task divisions in your workplace?  
For example: Who normally takes the minutes/organises catering/organises equipment/takes executive positions on committees/speaks/represents the organisation or departments?  
Do you think women and men get the same pay for the same work in your organisation?  
Policy: Are there policies in your organisation (AA or sexual harassment) that have made things easier for women to obtain promotions or appointments that would not have been the case in the past?
  
3. Work/private life: How has your private life influenced your career life and vice versa? Are there any gender-specific task divisions in your relationships at home?
  
4. What is your opinion of the status of gender equality at this stage and in the future?
  
5. What advice would you give to young women?



6. Contradictions: Earlier in the interview you said ... but it also seems that ...  
How do you make sense of this?

## APPENDIX B

### EXAMPLE OF DISCOURSE ANALYSIS PROCEDURE

The following serves as an illustration of the actual data analysis procedure and illustrates how I came to the discourses discussed in Chapter 6. This is a step-by-step example of the work with the interview with Gillian.

#### Initial reading notes and free associations

After reading the transcribed data of the interview with Gillian, I first made notes of free associations and ideas as I read the data. The following cryptic notes emerged and certain quotes caught my eye during this process:

- I have never been a career woman.
- I like challenges.
- I can work hard.
- I interact well with others.
- I don't want to achieve to make progress but I am good at what I do.
- I think there is more to life than this and this idea is framed as an obstacle.
- Marriage was an obstacle.
- I had equal opportunities but I had to work harder. This is a contradictory statement.
- Children would have been an obstacle but I started working late when my children were not so small.
- Women in general are not power conscious.
- It is your own fault if you don't have the guts to complain.
- Self-esteem is an important issue.
- My body is both an advantage and a disadvantage.
- Other women use their sexuality in an unethical way.
- Being ethical is important to me.
- Younger women are militant.
- Women who are harassed ask for it.
- I was scared of men when I was younger.
- Most organisations are fair.

### Objects constructed

After the initial reading with notes and comments I read the data again, this time with particular questions in mind. The first question was “which objects are spoken about and how are they constructed?” I then came up with the following objects and constructions of these objects:

- Career women: are driven.
- Marriage: can suffer because of work.
- Men: are lazy, they do not share information and they were experienced as scary when Gillian was younger.
- The old dispensation: things are different now from what they used to be.
- Myself: I take on too much work.
- Corporate life: requires very hard work, requires guts, drives you, appreciates one’s work but drives one hard, expects you to fit in or go.
- Women: are not power-conscious, take on too much work, are a bit submissive, have poor self-esteem.
- My body: has advantages as it made me feel good about myself when I was younger but it also has disadvantages as men don’t listen to you even though they compliment you.
- Ageing: has advantages and disadvantages as ageing makes you less attractive, less female but also more equal due to this. Ageing also makes you less scared and more honest in interactions.
- Ethics: this is an important guiding principle.
- Younger women: make too much of gender and do not have to face the same issues that women of previous generations had to face.
- Sexual harassment: is something one takes part in or partly responsible for.

### Subjects

The subjects or different subject positions that emerged from the text here were based on the following questions: “what kind of subject positions are available in the text? and “who must one be to understand this text?” The following subjects were identified:

- The career woman who is driven and ambitious.
- The workingwoman who works hard and does what she needs to do.
- In order to understand this interview one must be reasonable and female.

#### Purpose and mechanisms of the text

In answer to the question “what does the text want me to do?” it emerged that the text wants the interviewer to understand that we no longer need a focus on gender and also wants the interviewer not to make such a big fuss about gender issues. The text wants the interviewer to be reasonable, to smooth over gender issues and contradictions and to accept things as they are. This is established by appealing to reason and commonsense and by using knowledge and wisdom that comes from age. The text also tends to understate many aspects and it uses little emphasis or repetition.

#### Contradictions

The following contradictions were evident in the text:

- Gender had no impact on my career development yet I had to work harder.
- My body is an advantage and my body is a disadvantage.
- I am not a career woman or ambitious but I work very hard and I want to be good at what I do.

#### Institutions supported by the text

The institutions that seemed to be supported by the text were:

- The organisation and the corporate world
- The current social status quo
- Existing dominant forms of masculinity and femininity

#### Preliminary discourses

After the above questions and reflections, the following discourses emerged as possibilities to work with or reflect on:

- A discourse of the career woman as hardworking and ambitious as opposed to a workingwoman, someone who merely does her work as best she can and works as hard as she can.
- An internalising discourse constructs problems and difficulties as due to the individual's internal problems.
- A discourse of masculinity where men are constructed as lazy, as sticking together and as fear-inducing.
- The psy-complex in the form of self-esteem.
- A discourse of other women that constructs other women in the workplace as too ambitious and/or unethical. The participant distances herself from these women.
- A discourse of the 'bad old days' before gender issues changed.