Jargonizing
Using the Grounded Theory Vocabulary

Barney G. Glaser, PhD, Hon PhD

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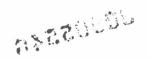Using the Grounded Theory Vocabulary

DEDICATION

This book is dedicated to all those authors of the *Sage Handbook of Grounded Theory* (2007) who have tried so hard to get straight and understand the many aspects of grounded theory methodology.

This book is also dedicated to my wife, Carolyn, and to Judith Holton whose infinite encouragement kept me jargonizing through the months of analysis and writing.

Jargonizing
Using the Grounded Theory Vocabulary

by: Barney G. Glaser, PhD, Hon PhD

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Jargonizing GT

When in doubt jargonize

When you wish to belong, network, be collegial or be a part of, jargonize

When you want to sound knowledgeable jargonize

When you wish to sound experienced jargonize.

Jargonizing is normal. All people, all human kind, jargonize in their life somewhat and to some degree. They use the vocabulary (jargon) of the area in which they act and talk. Jargon is a vocabulary of action by which to talk about what is going on. Most fields have their jargon. Few do not. Jargonizing cannot be stopped. It is needed. It can be very meaningful, properly so, for a field. In this book I am writing about jargonizing as just words with little or no real meaning, but sounding good and knowledgeable when talking about an area that one knows little or nothing about. Jargonizing continually regenerates the GT vocabulary wrongly as it is being applied to QDA concerns. Grounded theory is the buzzword in academic circles doing QDA research.

This book is a grounded theory of jargonizing GT, which theory was generated by the constant comparative analysis of all 27 chapters in the *Sage Handbook of Grounded Theory* (2007) a reader edited by Antony Bryant and Kathy Charmaz. The Handbook is a treasure trove of excellent data just waiting for constant comparative analysis. The analysis took about a year and the emergent core category was "jargonizing GT" which solved the author's main concern of providing a vocabulary for talking about descriptive qualitative data analysis (QDA). References to quotes and text in the Handbook will appear in parentheses in text. I have written in my book *Doing Formal Grounded Theory* (2007) about how useful readers with many articles on one area or subject are for constant comparative analysis to generate formal theory.

Even though jargonizing cannot be stopped it can be explained and seen for what it is, and its consequences in eroding and remodeling GT as originated. I hope to mute the remodeling of GT to a significant degree. Paradoxically jargonizing continually sells GT to the unknowing with the consequence that they are buying into QDA as if it was classical GT. The resulting favorable attitude toward GT is therefore not really GT, but QDA.

In this book I shall deal with the jargonizing of qualitative data analysis (QDA) with the powerful grab of GT vocabulary in which jargonizing has lost the GT meanings behind the vocabulary. For most of the jargonizers, the true GT meanings of its vocabulary were probably never there to begin with. Here is an extreme jargonizing example, "Grounded theory has proven useful in orienting and sensitizing several generations of ethnographers." (510) Jargonizing seems to hide from the jargonizer as well as the listener the fact that very often they simply do not know what they are talking about, especially when it is accompanied by a high degree of (unjustifiable) certainty.

Furthermore since GT jargonizing is very much needed by QDA methodologists, since they have no vocabulary by which to talk about their methodology, I, Barney Glaser, have become known for a QDA methodology view that I did not discover or generate. How paradoxical. The vocabulary contribution of classical GT clearly goes far beyond the contributions of method and of its substantive products.

Does jargonizing change GT as it remodels it? Absolutely No. It just remodels it for the people who jargonize QDA and do not know any better. The classical GT method may appear lost when talking about—jargonizing—QDA, but the classical GT method remains virtually the same and unchanged for its 40 years of existence. The remodeling of GT is actually a different, QDA, method. Olavur Christianson wants to stop jargonizing but its grab will not let it happen, especially when it fills a vacuum. (*The GT Seminar Reader*, chapter 23, 2007). Dropping original GT by QDA remodeling does not drop the classical method. Jargonizers do not realize this. Whoever might believe that jargonizing QDA is the "now" GT does not know classical GT. Futhermore jargonizing itself is accused on page 205 of the Handbook as a jargon of "methodological rhetoric". Jargonizing knows no bounds and turns on itself by self assuring and self confirming rhetoric.

Not knowing GT doesn't seem to prevent jargonizing. Rather it seems that mastering GT jargon substitutes for mastering the method. Jargonizing commands respect, however wrong the meanings

attributed to the tenants of classical GT. If one can sound knowledge-able without real knowledge or experience by jargonizing, one can skip doing the scholarship and experience necessary in learning the classic GT method. Studying the classical GT books is assumed. And of course without being grounded in the experience and scholarship of classical GT, the jargon loses its relevance and drifts by association into QDA. If one doesn't use the classical GT method in a research project, if one doesn't continually read and develop his/her scholar-ship, a clear understanding of classical GT is not developed. Hence, it becomes much easier to drift out of the classical GT methodology and as a result not recognize the remodeling and erosion of classical GT into seemingly erudite, yet completely ungrounded papers and books on GT as if it was a QDA method.

One has to be doing classical GT to use the GT jargon correctly. The GT jargon can feel awkward when starting out in a research. It takes time and research experience to really understand the mean-ings behind the GT jargon and leave behind the superficial notions of the concepts captured by the GT jargon. It takes time to develop the level of expertise—and associated comfort—with GT jargon so that one can explain to another the true meanings of its concepts. As Judith Holton said to me in an email on 4/08, "I got the concept of interchangeability of indicators intuitively, but it took me much longer with research experience and more reading before I could explain it to others with confidence and clarity." It is no wonder that jargonizing GT to QDA in the Handbook runs far ahead of its true meaning, since research experience using classical GT and studying such research writings barely occurs, if at all, among all but a very few of the Handbook authors.

The Handbook shows clearly that the GT vocabulary is a very, very powerful way of conceptualizing QDA with its categories every which way. GT jargonizing shows that it is the GT vocabulary that is a major contribution of GT and perhaps the main contribution. Some QDA researchers jargonize with some knowledge of GT and slightly remodel GT. Others are just not aware enough of classical GT procedures and mouth the jargoning as what they are doing in their research and writing. But the most outrageous use is to wax on with jargonizing, acting like an expert, when they really have no notion of classical GT methodology procedures. Thus starts the GT jargonizing of QDA everywhere and every which way when QDA procedures are discussed.

Bryant and Charmaz make assertions that seem to suggest a lack of currency in their own scholarship of classic GT. One is that

"Glaser has recently changed his stance on the GT quest to discover a single basic social process (9)" They ignore my clear insistence in my book *Theoretical Sensitivity* (page 96, 1978) that BSP is but only one type of theoretical code that may apply. Furthermore, they suggest (19) that I have distanced myself from theoretical codes, which seems absurd given my book *The Grounded Theory Perspective II: Theoretical Coding* (2005). These two assertions seem to suggest jargonizing remodeling of classical GT erodes its power and undermines further scholarship to correct it as evidenced by the predominance of remodeling among the Handbook contributions.

Barely 5% of the Handbook authors really use the GT vocabulary to talk about the experiential nitty gritty of classical GT procedures. The rest "chat up" QDA research every which way with GT jargonizing, as if talking GT which they really are not. They join the "sound legitimately knowledgeable" network as they remodel classic GT down to QDA.

The GT vocabulary is needed by QDA researchers since QDA has little or no vocabulary, especially none with "grab". It fills a vacuum in QDA. It makes QDA sound sensible and then gives a sense of voiced mastery control. Classical GT vocabulary's true meaning is negligible. Jargonizing results in massive remodeling of GT to fit and be seen as any number of QDA methodologies. GT virtually becomes a QDA method. The remodelers have no experiential or procedural knowledge in classical GT research by which to correct themselves. They do not know they are doing QDA, while thinking it is GT, as they jargonize their research. They chat it up in their network to appear knowledgeable about GT and are none the wiser yet appear to understand what they do not. A knowledgeable GT researcher spots them immediately.

Since jargonizing GT is not correct in the first place, it easily leads to twisted, incomprehensible QDA methodologicalizing. Then it becomes the jargonizers world view and frame of reference, filled with identity, which brooks no threat from negative evaluations. It helps jargonizers in publishing, joining a department and participating in a collegial network all of which empowers them from knowing or admitting its truer, neglected meanings. If someone is knowledgeable in GT, hence the falsity of jargonizing, they can easily be forced to jargonize anyway by these participations. Jargonizing QDA with GT concepts has been going on so long now that it has an unquestioned historical legitimacy. It seems to have solved the credibility envy for QDA which is required to get QDA accepted in leading journals which cater to quantitative research with its sure-fire jargon.

That GT is a direct, simple inductive method to generate conceptual theory from research data is lost forever in the jargonizing verbiage wrestles over QDA issues. The lack of experiential knowledge leads to a superficiality of jargonizing which has many general implications for GT, which I will turn to some of in this book.

Keep in mind that in many fields jargonizing is necessary and totally meaningful. It is just in the use of GT vocabulary for QDA, the meaning of its words for GT have been mostly or totally lost, which meanings have been exchanged for and by QDA issues and problems. Jargonizing has legitimated the switching of classical GT to becoming and to being a social construction data method, without giving one example of a "good" GT study based on social construction. Real understanding of GT as conceptual, not descriptive, is lost. GT procedures as originated are slighted, dismissed or changed to suit QDA problems.

24 of the authors in the Handbook indicate clearly they do not have classical GT research experience, which would generate clear, accurate meanings for the GT vocabulary. They also indicate they do not "read" substantive grounded theory papers or articles that use classical GT. I can tell since they do not buy my GT readers to see how conceptual substantive GTs are done. Not one article in the book analyzes a classical, substantive GT theory as an example. How else could they know what good substantive GTs look like, since such publications are few and far between in the journals. Apart from Judith Holton's paper on coding (265-69) the few example bits that exist in chapters are QDA examples. There is not one critique of a classical, conceptual, substantive GT. So these authors not only have no classical GT research experience, but no product proof for scholarly study.

Except for Holton's paper, not one author talks of the exciting experience of doing classical GT. The eureka syndrome is never mentioned, nor the joy of discovery through emergence, or the intense motivations linked with each GT procedure. They do not mention the afforded autonomy given by doing GT and how it leads to originality. These misses are very apparent to those who practice classical GT. The Handbook with its constant, incessant jargonizing levels off these powers of GT and the GT experience to average or below routine QDA. The leveling denies the realization moments with their flushing out of GT power and inspiration. This jargonizing leveling splatters below a level of recognition these exciting properties of GT. Splattering conceptually productive ideas down to the descriptive level of QDA.

Jargonizing is both deeply seductive for QDA and destructive for classical GT. Thus the remodeling alternative is studying QDA articles and jargonizing them as GT. So the knowledgeability and joys of actual classical GT are bypassed and wiped out for and by jargonizing. The conceptual originality goal of classical GT is leveled to routine descriptive findings by such mistaken views by the jargonizing GT experience as QDA research. No wonder they are the flat research findings of supposed GT, they are not classical GT.

Since jargonizing GT far outruns the method and product, the latter cannot keep up with the former and thereby correct the distorted meanings of jargonizing. The procedural strength of classical GT is missed. Indeed jargonizing QDA procedures with the GT vocabulary reflect on the classical GT procedures as a weakness, since they are misconstrued, but more on this in the next chapter on Data Worries.

In the bargain GT, as originated by me in 1965 in my paper "The Constant Comparative Method of Qualitative Analysis," *Social Problems*, Spring 1965 and then further elaborated in *Discovery of GT*, 1967 and *Theoretical Sensitivity* 1978, was remodeled down to the descriptive level of QDA. The result was that GT, as originated, was lost to the readers of the *Handbook of GT*, Sage 2007. In many other areas of academia GT is alive, well, and flourishing on the conceptual level. Its power cannot be stopped. Students flock to my seminars to get the genuine classical GT training.

This book is not an impression, not an epistemological fluff talk, not a conjecture. To reiterate, it is a GT based on one year's careful reading and constant comparison of the 27 articles plus introduction and glossary in the recently published "Handbook of GT" (Sage, 2007: Bryant and Charmaz editors). The Handbook is a treasure trove of rich comparative data just waiting for a constant comparative analysis to generate a GT of what was going on in the reader. My appreciation goes out to editors, Bryant and Charmaz, offering such a unique wealth of data in one volume. The title itself has great "grab" as a jargonizing buzzword, since the GT methodology is a GT itself. I hope to mine this comparative data to the fullest by focusing on the core category—jargonizing. It even has a glossary of GT concepts, some concepts not suitable for classical GT, listed at the end that the authors use and can use for jargonizing QDA with GT concepts.

As the constant comparisons of the articles in the *Handbook of Grounded Theory* continued it became clear that qualitative data analysis lacked a vocabulary with grab by which to address its

issues and research. And so the authors borrowed the GT vocabulary (which itself was a GT with great grab) to be used as a jargon by which to talk about QDA. The result for classical GT was its remodeling down to the descriptive nature of QDA and all its data problems, to lose the conceptual level of GT and to wrongly authenticate multiple versions of GT which are really only multiple versions of QDA. The one and only GT, as originated, was lost in the jargonizing of QDA with the GT vocabulary. GT became multiple versions of QDA.

After reading and assimilating this book, I trust that the reader will read the *Handbook of GT* with a much different perspective using the theory of jargonizing. To help the reader I will list the pages in the handbook from which I took the items to compare for constant comparison and to then generate the emergent GT of jargonizing. To repeat, one could not ask for a better treasure of data, there for the asking, from which to generate a GT. As Anselm Strauss would say, it is a superb cache of data just asking for analysis. (*Discovery*, chapter VII, 1967)

Yes, dear reader, the *Handbook of GT* upon close examination is 90% jargonizing distortion of GT as originated. If the authors could simply master the jargon they did not have to do the scholarship or have the experience of a rigorous GT research. The authors just remodel GT at will with jargonizing legitimation to become part of the network of remodeling GT to multiple QDAs. Only about 5% of the authors really used the GT vocabulary with proper meaning when talking about the experiential, nitty gritty of GT procedures. The 95% of authors remaining are just jargonizers chatting up QDA every which way with the GT vocabulary, AS IF they are talking GT which they are really not. Essential GT meanings are lost to the jargonizing. It seems that when in doubt about QDA issues, jargon it up with GT categories to sound legitimately knowledgeable—to be in the loop. Jargonizing joins one to the network.

The jargonizers always forget or ignore or are not knowledgeable that GT, as originated, is just a simple, straight forward procedural method to induct theory from any type of data, that is: interviews, documents, observations, conversations, newspapers, books, magazines, videos etc in any combination or alone. For GT "all is data". GT is just a simple procedural method to ground conceptual theory. A method among many methods. It is not all QDA methods, it is not descriptive. It is trite today to say that all methods are grounded—they are in some way—but all methods are not GT. Jargonizers forget this trite knowledge.

Bryant and Charmz say that GT has two major contributions (chapter 1). It gives a method and a product. They seem unaware of its third major contribution: a powerful research vocabulary with "grab", which to these authors is apparently its most important contribution since and when it is used to describe QDA issues and since QDA had little or no vocabulary before GT. I too was unaware of the power of the GT vocabulary. I just taught GT method and product when at University of California Medical Center. It is only recently that I began to see that the jargon of GT was being used far beyond its true meaning and that it was leading to more talk than the research method and its product as it jargonized virtually all of QDA.

These Handbook authors take the GT vocabulary far beyond its boundaries, to many different versions of QDA, called GT, to competition with grand theory, and to ideal types of what is or ought to be data, to mutual use with other forms of methods, feigning mutual help problems, to remodeling GT according to QDA preconception, and to potential use as description and as it becomes used for it. The jargonizing of the GT vocabulary is used way beyond actual GT research as if all QDA research is QDA or fits GT. The jargonizing starts with the grab of the very title "grounded theory:" GT has become a buzz word for all QDA research.

I have written at length on the rigorous procedures of GT methodology in several books. I have published several readers exampling the GT product. These are the two contributions of GT that Bryant and Charmaz focus and remark on. This books deals with the third and perhaps most pervasive contribution of GT methodology: its vocabulary. The grab is used to legitimate by jargon QDA issues and research. The Handbook shows the power of conceptual jargonizing of QDA every which way so its issues can be conceptualized and talked about and the people talking sound expert. They sound expert when they actually have no notion of GT methodology procedures to which the vocabulary truly refers. The authors refers to uses that sound good, however unfounded in GT methodology as originated.

Truly the GT vocabulary is powerful with grab and is perhaps the most important contribution of the GT thought. The vocabulary is itself a GT theory, which explains its power. It was a method generated and based on our previous very successful research. (See my books, *Organizational Scientists,* 1963 and *Awareness of Dying*, Sociology Press, 1967). The GT method stands on its own and can be used for any research where the goal is a theory product. It

does not need adoption to the preconceptions of other methods or research goals or areas. It just discovers the patterns in any data. Jargonizing GT to make it compatible to preconceived problems is not necessary for GT as originated. The preconceptions may not have earned relevance by emergence.

These Handbook authors are stuck mainly on data worries (see next chapter) as their experience. Their jargonizing gives no real examples of doing genuine GT research. They mostly do not go beyond data collection to get to the remaining procedures to get to a genuine GT, as originated. Their jargonizing is conjectural since they have none of the GT research experience of going through the GT procedures to get a finished GT product. They are stuck with jargonizing with little or no meaning of genuine GT in its use. GT vocabulary for jargonizing QDA approaches is destructive. It remodels GT to a QDA on the descriptive level. The jargonizers, by usage, are not aware they are doing it as they engage in their heavy talk to appear knowledgeable and to join likening colleagues and to further their career through publications subject to peer review by likening colleagues.

The jargonizers splatter their pages with non-relevant issues for classical GT leading to a bewildering complexifying of GT, indicating they just simply do not know classical GT. It seems that all they need to do is jargon it up, QDA that is, and the result is a wrestle leading to nowhere, unsolvable nonrelevant issues. All of which their lofty talk is certainly not helpful to any researcher who wants to do a classical GT and achieve a good product. And in the words of Judith Holton, the consequence: "And strangely, they always seem so pleased with themselves when they can convolute and confuse with their jargonizing wrestles which lead nowhere for solid classical GT research." (email, circa 4/08) The true wisdom of classical GT procedures is simple, not complex.

The jargonizers adopt, adapt and co-opt classical GT with structurally based possessiveness as they remodel GT to multiple QDA methods. The structure of their departments, book and journals give them an assumed based authority, with little or no scholarly grounding. The intuitively based natural predilection to do classical GT is lost to conjecture and scientism. Jargonizing feels like one is doing something, BUT NO, whatever it is they are achieving, it is not doing GT as originated to achieve a worthy substantive grounded theory. Emotions can run high among the jargonizers over the rhetorical wrestle, while denuding the joy that comes from doing a simple substantive GT.

In this book, I will discuss and illustrate the nature of jargonizing with little or no true meaning of the words, its use and multiple consequences and its remodeling of the classical GT methodology. It is impossible to stop the grab of GT jargonizing of QDA, many people are firm and fixed in their use of it. BUT it is not impossible to help the reader realize the existence and use of the GT vocabulary so it can be realized for what it is, a major contribution of classical GT and not to be used to jargonize and therefore remodel GT by default, by its unaware use for talking about QDA issues.

Two of my PhD students reminded me that I realized the jargonizing pattern remodeling nature to QDA in 2003. Dr. Tom Andrews wrote in 2007 "GT continues to provide a strong rationale underpinning qualitative research. This may partially explain one of the most pressing challenges to grounded theory: the eroding and continuing rewriting of the method. This may in part be explained by the fact that it has given qualitative researchers a ready made language that they can use to legitimate their studies but has in the process served to subvert grounded theory, resulting in complexifying a simple methodology." (Glaser 2003) (*GT Journal*, p. 56, Nov, 2007). In the same journal page 48, Dr. Hans Thulesius, MD in talking about the comparison of diverse books on qualitative research said of one of Barney's own comments of these comparisons is—and this is a real email quote in 2003—"Hans, as I have said, if nothing else, I gave the world a jargon that legitimizes." Hans continues *The Discovery of GT* book in Nov 2007 got 8545 citation hits on Google Scholar. No other method book dealing with qualitative data analysis gets even half that many citations" I can only hazard the hypothesis that one source of the spread in popularity of GT is the "grab" of the GT vocabulary, which easily runs far ahead of the method and actually achieving the product of classical GT research.

Furthermore Judith Holton writes about Tony Bryant's brief "brush with Barney" as a legitimation of jargonizing in an email 9/14/08, "Yes, I saw his using you the first time I read the Handbook preface. He's used his brief brushes with you to infer that you are on the same page, and, to make it worse, he's dismissive of your stance": On page xxx and xxix Tony Bryant used my legitimating name by saying, in referring to the handbook perspective as a resource, "This in turn evoked Barney's rejoinder 'Your vision of the handbook is right on' ", which was a verbal brush with me. It legitimated the jargonizing to follow through the handbook. Such claiming doing GT and actually using it is a great discrepancy that remodels classical GT to

QDA. Some have told me that remodeling is too mild a term. It should be termed a "take over" by jargonizing, which builds careers.

I teach frequently, so the brushes continue. I am told that the jargonizing remodeling effort is gaining more momentum in *Grounded Theory: The Second Generation* forthcoming. Be that as it may, this book will serve to maintain the integrity of GT as originated and as separate from QDA methodology, no matter how it is jargonized using GT vocabulary.

Judith Holton, an experienced GT researcher and teacher further continues. She comments on this book on jargonizing as follows: "Your use of the Handbook as data for the jargonizing book is brilliant—without a doubt the best use that will ever be made of it. You're setting the record straight with a truly scholarly response to another unscholarly bash of classical GT. I am learning a lot from your transcending approach. In doing so you may show them how to use the classical GT methods with any data – that is if the reader is sufficiently open to seeing it. The jargonizing book may become as popular as *Basics of Grounded Theory Analysis,* email 9/7/08. I am not alone in realizing the core category as the pattern emergent in this Handbook.

Tony Bryant refers to jargonizing, page 2, though not realizing it. "Titcher et al. explain the predominance of GT by the enormous number of citations of Glaser and Strauss's, *Discovery of Grounded Theory*, *Awareness of Dying* and *Time for Dying* books, whereas other approaches do not have such specific and widely acclaimed core texts. (Kearny, page 127, describes these three texts as the definitive GT tutorial) Yet, as Lee and Fielding note "When qualitative researchers are challenged to describe their approach, reference to grounded theory has the highest recognition value. But the very looseness and variety of researchers' schooling in the approach means that the tag may well mean something different to each researcher' (1996, 33.1)" Recognition value is simply achieved by jargonizing QDA with the GT vocabulary that has "grab".

It is clear that jargonizing has been going on for many years. It is the power of classical GT, which produced a vocabulary with powerful "grab" yet to be equaled. It was needed. The Handbook, in substantiating the attributes and contributions of GT as originated, clarifies by jargonizing the ways in which researchers have developed by jargonizing adaptations of GT to QDA use. As the reader will see, this leads to much confusion, unless GT is seen as its own conceptualizing, inductive method, and the reader drops its jargonizing use for other QDA research methods. The introduction and

chapter one of the Handbook are full of allusions to jargonizing as they discuss problems of QDA research techniques.

Prof Vivian Martin, PhD, a very able grounded theorist, emailed me: "The jargonizing of GT is so vast and has become such a stand-in for actually doing the method, as you note Barney, so this is an important statement and intervention." Astrid Gynild, PhD, another GT advocate emailed on 10/8/08 "Barney, your chapter on jargonizing opens up a new way of understanding and getting insights in strategies for imitations of GT that concerns most of us."

My intervention will only explain jargonizing's pervasive use and its remodeling of GT to another QDA. It will not stop it. For example Bryant states on page 8—after referring to the large group of GT adherents using GT with vast global reach—he says "Far too many references to GT fail to get much beyond a few slogans or mantras supposedly corroborated by reference to key texts, as if the rich detail and complexities magically flow from the latter." Clearly, although unawaredly, he is referring to jargonizing GT. This is just one more of the interchangeable indicators of jargonizing GT down to QDA which abound in the Handbook.

It is impossible to stop the GT jargonizing of QDA methods. People are firm and fixed in their use of it. But it is not impossible to explain and realize its existence and its use by QDA researchers and its consequences for remodeling classical GT. Thus the classical GT conceptual vocabulary can be realized for what it is—a major contribution of classical GT and not to be used to remodel classical GT by its unaware use. I hope to forestall the pervasive nonstop jargonizing which fosters the disattendance to classical GT simple procedures used to conceptually generate theory based on patterns found in any data. I have certainly not relaxed my classical GT perspective as Bryan/Charmaz suggest in Chapter 1. That Charmaz was my student at UCSF 40 years ago does not excuse her jargonizing or give her my support to it.

Colleagues have told me that classical GT has been virtually hijacked by so many who have not appreciated that classical GT is not a qualitative descriptive method, some simply because they do not know better and others because they think they do know—or know better. The confusion between GT and QDA consequences to a fading of boundaries between research methods and with a resulting undermining of classical GT by jargonizing QDA while amplifying its spread as just another QDA method. I know, as the originator of classical GT, that the jargonizing in the Handbook is incorrect for classical GT.