Qualitative Methods

What it is. Why we do it.



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Slide Deck

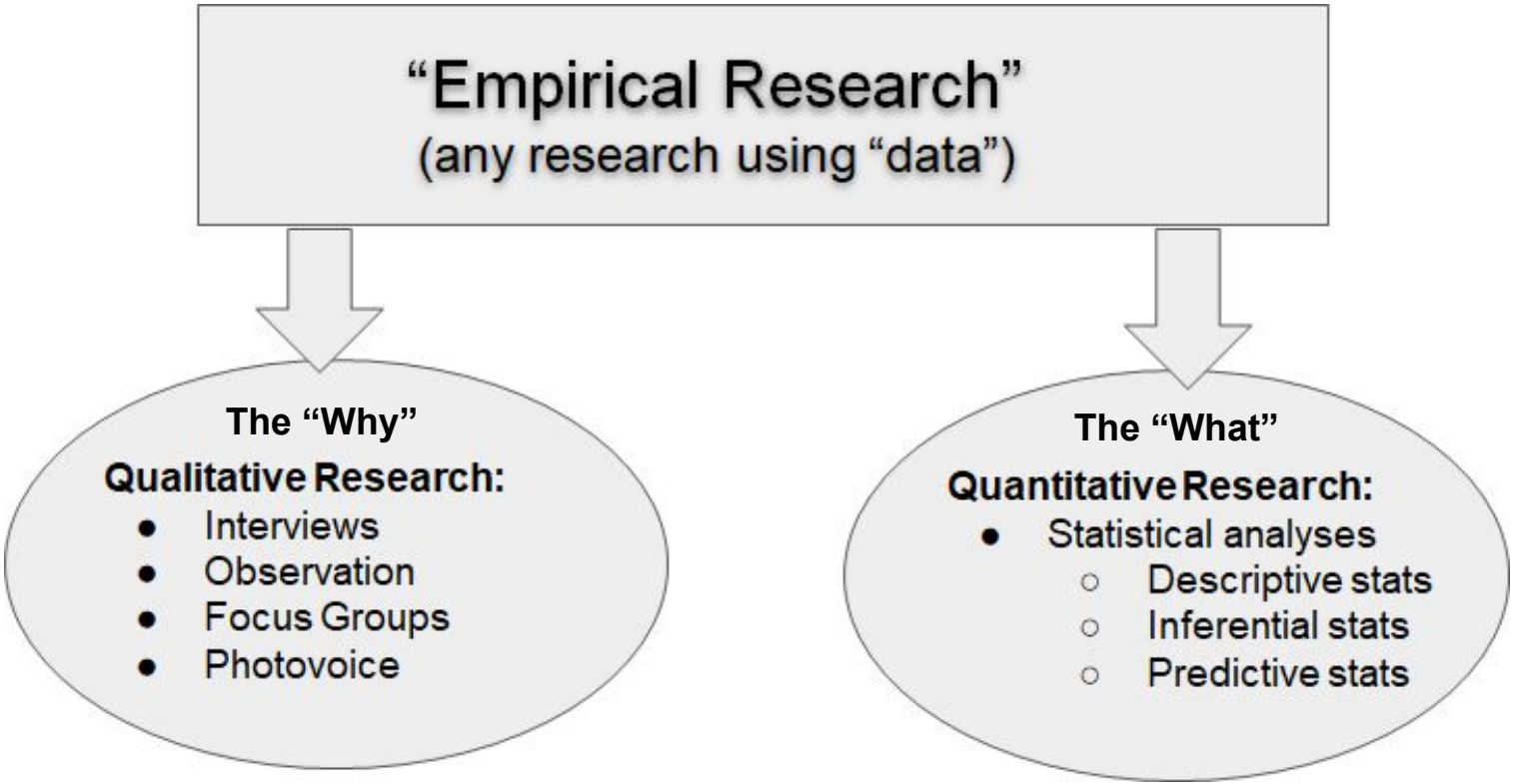
https://bit.ly/2ErxWUI

Workshop Learning Goals

1. To understand what qualitative research is and how it differs from quantitative research
2. To understand when qualitative research methods are best used
3. To become familiar with typical qualitative research project stages



Overview of Empirical Research



Qualitative Traditions/Approaches

“Qualitative methods” is a general term describing research practices associated with a variety of substantially different research traditions, including:

- Ethnography
- Phenomenology
- Hermeneutics
- Critical
- Post-structural
- Feminist
- Empiricist and Post-empiricist

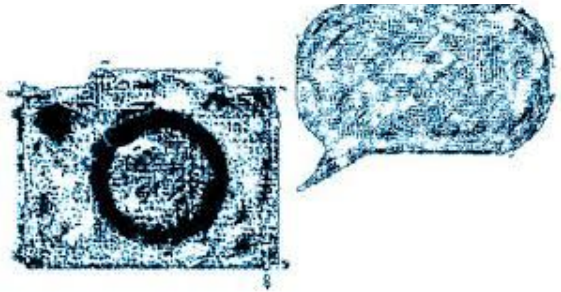
Commonly Used Qualitative Methods

- Observation
- Interview
- Focus Session
- Case Studies
- Content or Narrative Analysis
- Historiography



Less Common (but growing in popularity):

- Photovoice
- Cooperative (Participatory and Emancipatory)



https://www.idplans.com/2019/12/06/focus-groups-101-7-steps-toward-creating-an-awesome-experience-for-everyone/
http://www.ecpa-online.com/photovoice-workshop-for-social-action-and-social-justice/

Qualitative Research Methods

“Using a qualitative approach means we emphasize and value methods that help us understand ***what people’s experiences mean to them*** and ***how those meanings are situated in contexts of behaviors and social action****.”*

(Moss, 2004)

Qualitative Research

- In qualitative research, “the research goal centers on understanding, discovering, and explaining rather than on predicting or testing.” (Westbrook in Connaway & Powell, 2010, p. 208)
- There are rigorous protocols and validity measures to follow in most qualitative research designs (pure ethnography is a bit different)
- Acknowledges that **no** research, researcher, or research method is value-free
- Necessitates the researcher deliberately practice ***reflexivity*** in order to counter biases and be forthright about their role in the research
- Requires strict measures of confidentiality rather than anonymity (due to close contact with researcher)


F47
F49
Quantitative
Qualitative
nicolozarotti

Measures of Qualitative Validity

Validity refers to the extent to which the research and its findings measure what it is intended to measure, without undue bias.

- Saturation
- Reflexivity
- Triangulation of Data
- Member Checking
- Disconfirming Evidence

Qualitative Reliability

Reliability refers to the degree to which research instruments produce consistent results when repeated measurements are made.

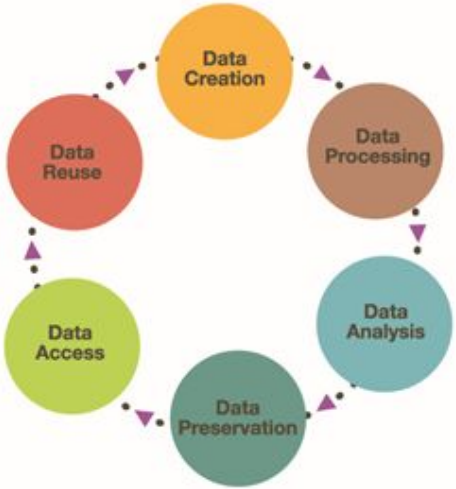
- Anchoring Instrument Questions
- Pilot Interviews/Focus Sessions
- Revision of Instruments

Typical Stages in Qualitative Research

- Identification of a Problem/Research Question
- Literature Review
- Design Choices (problem statement, research question, methods choice(s))
- Institutional Review Board (IRB)
- Data Collection, Storage, Management, Analysis (coding)
- Pull out themes and weave together a coherent theory/conceptualization of behavior
- Member checking
- Writing report, article, book, position paper
- Submit for publication

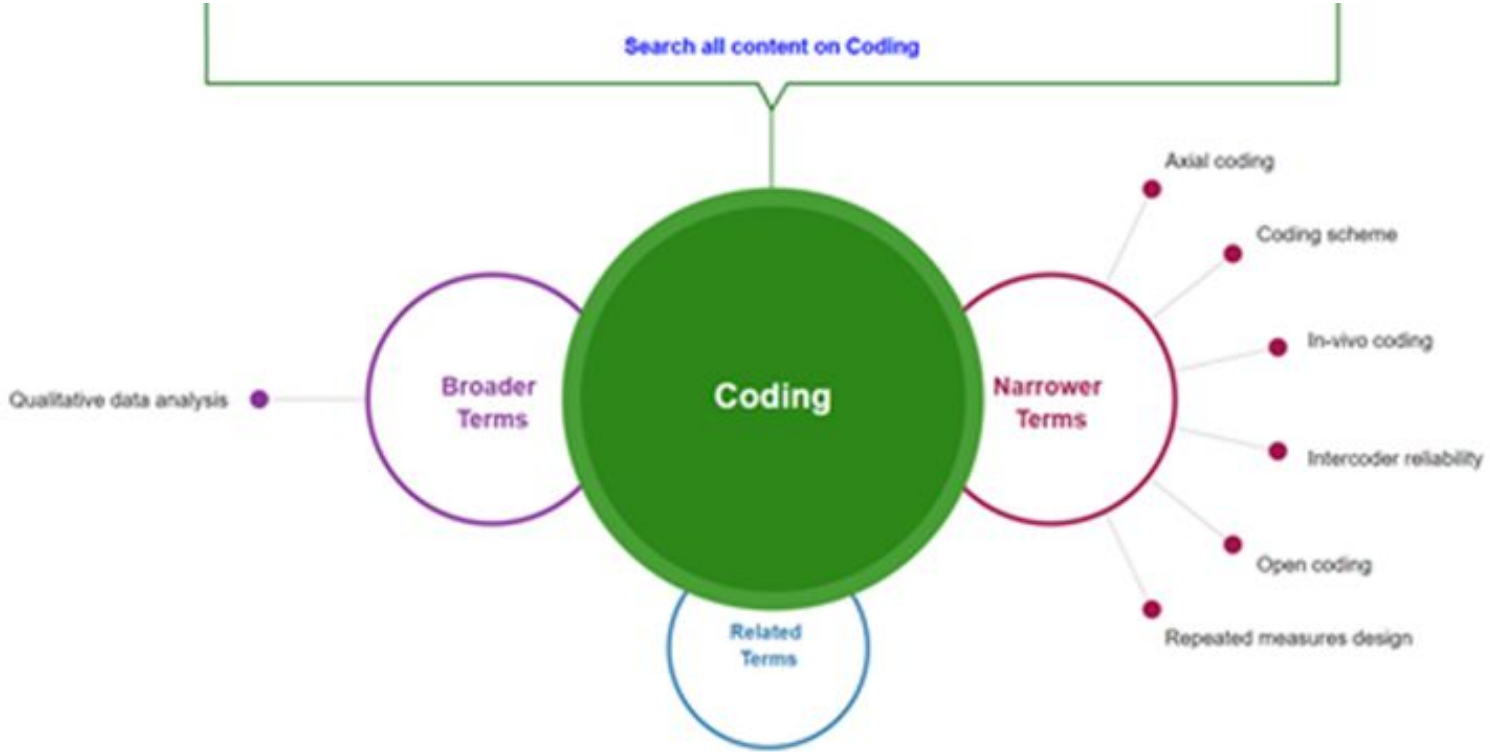
Qualitative *Data* Life-cycle

- Planning
- Gathering
- Storing/Sharing within a research team
- Analyzing
- Deidentifying
- Preservation

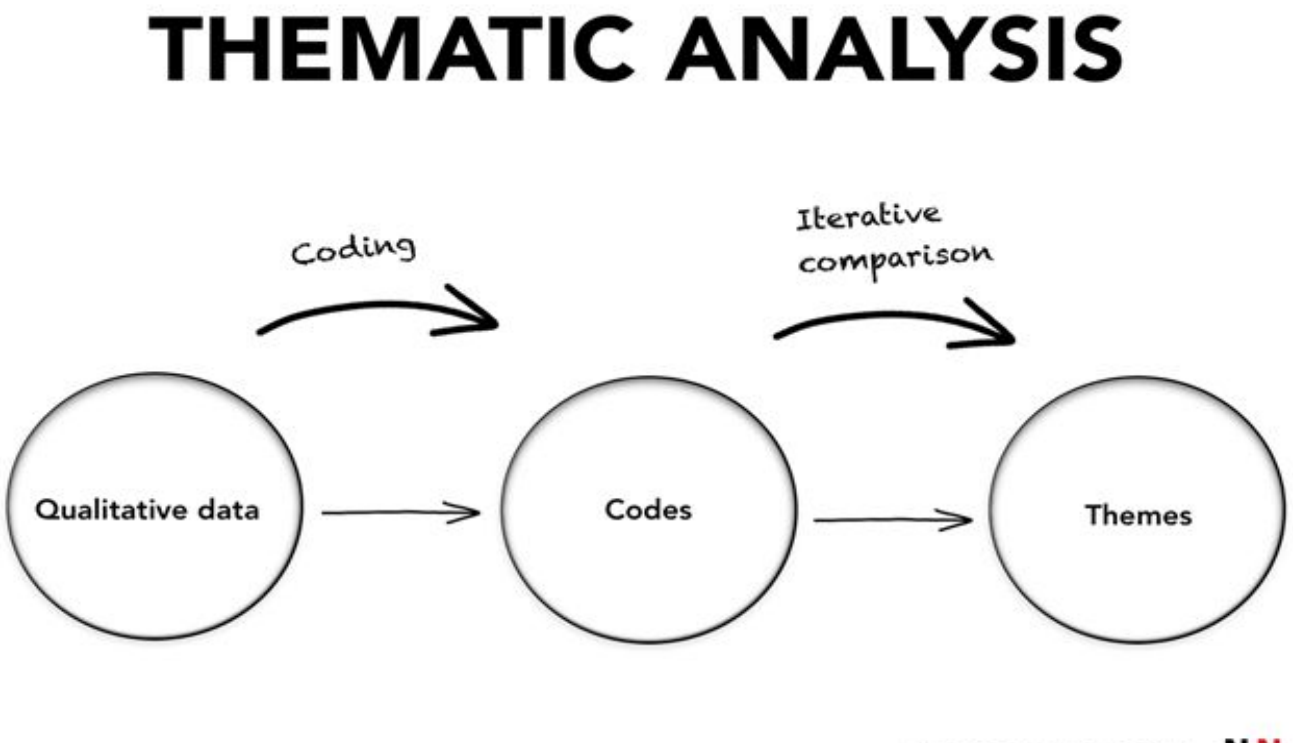


https://blogs.ntu.edu.sg/lib-datamanagement/data-lifecycle/

Qualitative Analysis: Coding



Qualitative Analysis: Coding



Qualitative Coding Exercise: Instructions

1. First Step: (5 minutes)

- Read through the transcript Karen and Becky provided.
- Consider the guiding research question
- Highlight words or phrases you think are important that emerge from the text

2. Second Step: (3-5 minutes)

- Categorize the words and phrases you highlighted into open codes, and enter them into the slido: https://app.sli.do/event/0n3o0vja
- Enter as many category (open) codes into the slido as you can

3. Whole group discussion of the coding process (5 minutes)

- Compare your coding: which concepts you felt were important, and what codes you attached to the passages compared with others. What might explain the similarities and differences?

Qualitative Coding Exercise: Breakout Groups

- Link to Sample Transcript (We will paste into chat)

(Now we get to play!!)



https://www.amazon.com/Magnet-America-Smiley-Face-Circle/dp/B005MZZ9Z4

https://app.sli.do/event/0n3o0vja

(We will paste into chat)

Tools for Analyzing Qualitative Data

- NVivo - available through virtual sites and U-M software center
- Dedoose - available on the Web for a fee
- Atlas-Ti - available via U-M software center
- MAXQDA - not currently available via U-M
- Word - manual analysis, widely available
- Colored highlighters (!) - manual analysis, hard to use with lots of data

Additional Resources

- Library Research Guide: https://guides.lib.umich.edu/qualdata
- Sage Research Methods
  - Library subscribes to this resource for everyone affiliated with the U-M
  - Hundreds of articles, textbooks, encyclopedias on specific research methods
  - Great place to get definitions of terms, explanations of methods, etc.
- NVivo Tutorials
  - Great videos for learning how to use NVivo software
- NVivo via Virtual Sites or MiWorkSpace Software Center

Thank you! Questions? Comments?

