Количественные методы в научных исследованиях Часть 1

Lesson 6

Qualitative research

- involves the use of qualitative data, such as interviews, **documents and observation**, in order to understand and explain a social phenomenon
- enables the researcher to understand a complex issue or object and its features

Purpose of Quality research

❏ Description

❏ Interpretation

❏ Verification

❏ Evaluation

Advantages of qualitative research	Limitations of qualitative research
Rich, in-depth detail is possible (e.g. participants can elaborate on what they mean)	Not always generalizable due to small sample sizes and the subjective nature of the research
Perceptions of participants themselves can be considered (the human factor)	Conclusions need to be carefully hedged
Appropriate for situations in which detailed understanding is required	Accusations of unreliability are common (different results may be achieved on a different day/with different people)
Events can be seen in their proper context / more holistically	

Qualitative research methods

- Case study

- Ethnographic study

- Phenomenological study

- Interviews

- Focus groups

- Observation

- Textual data

Interview

- Conversation with a purpose
- Useful for:
  - Individual perspectives and experiences
  - Sensitive topics
  - Situations where there is perceived danger of reprisal (punishment)
  - Topics that cannot be investigated through surveys
  - Gathering in-depth information about a topic

Interviews

- Interview questions (Kvale & Brinkman, 2013)

  - Thematic dimension

    - ...producing knowledge (the "What")

    - ...theoretical conception of research topic

    - ...subsequent analysis

  - Dynamic dimension

    - ...interpersonal relationship (the "How")

Interview question types:

- **structured;**

- **semi-structured;**

- **unstructured;**

Planning and designing an interview

➢ The interviewer should maintain a neutral stance during the interview

➢ Train the interviewers prior to the interview

➢ Take good notes of responses or use a tape recorder

➢ For telephone interviews, develop a telephone interview guide prior to the interview

Types of Questions to Ask

❏ Behavior and experiences

❏ Opinions and beliefs

❏ Feelings

❏ Knowledge

❏ Sensory and non-verbal descriptions

❏ Background and demographic information

Steps to develop interview guide to Develop

➔ Identify appropriate topics and questions

➔ Decide on the level of detail

➔ Draft the questions

➔ Order the questions.

➔ List any probes or prompts and

➔ Pilot the questions. Have the informant identify the problems during the pilot.

Questions to avoid

- Long questions

- Double-barrelled (or multiple-barrelled) questions, e.g. 'What do you feel about current video game content compared with that of five years ago?'

- Questions involving jargon

- Leading questions, e.g. 'Why do you like the concept of welfare reform?'

- Biased questions

Quantitative research

- A quantitative approach means using measurements and numbers to help formulate and test ideas.

- It involves gathering **numerical data** and generalizing it across groups of people or to explain a particular phenomenon.

What is survey research?

Survey research designs are procedures in **quantitative research** in which investigators administer a survey to a sample or to the entire population of people in order to describe the attitudes, opinions, behaviors, or characteristics of the population.
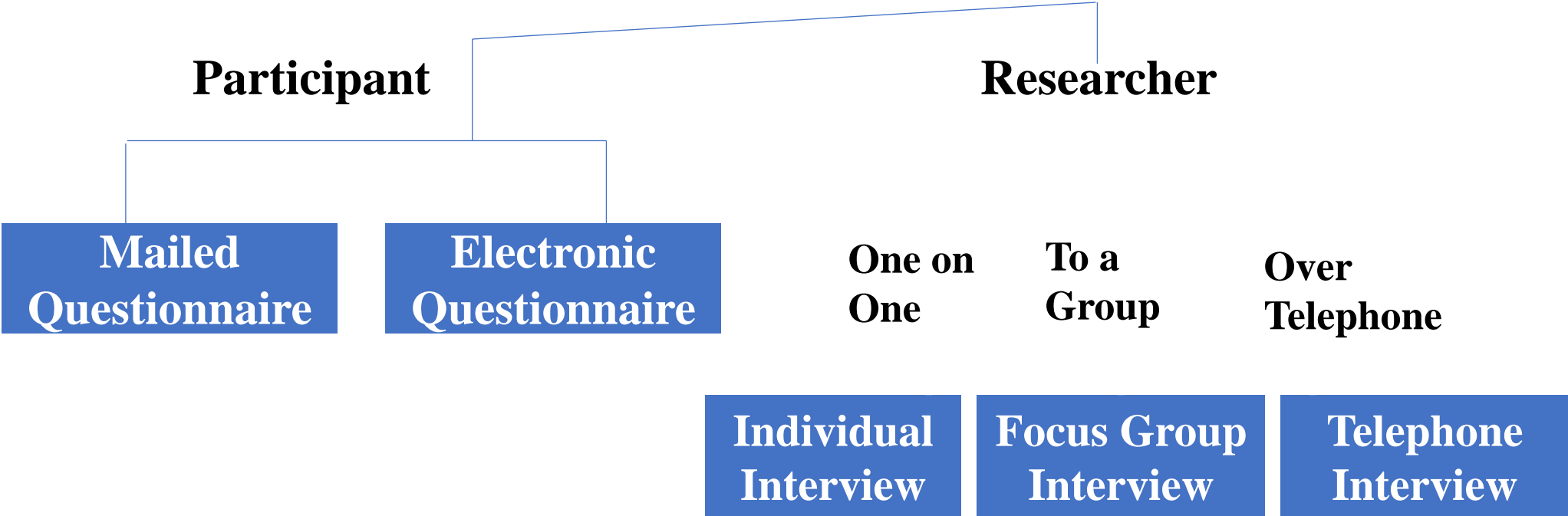
When do you use a survey?

❖ Assess trends

❖ Opinions, beliefs, and attitudes

❖ Follow-up analyses

❖ Evaluations

Identifying participants

→Who is the population of interest? Identify a "representative sample" of that population.

→Lots of types of sampling techniques (here are a few):

◆<u>Random</u> = everyone has chance to be selected

◆<u>Cluster</u> = sample intact groups within a population

◆<u>Stratified </u>= take a sample from each of several groups

◆<u>Convenience</u> = subjects selected by accessibility

◆<u>Purposeful </u>= subjects selected because they inform the study

Forms of data collection based on who completes or records the data

Who Completes or Records the Data?

Participant   **Researcher**

| **Mailed Questionnaire** | **Electronic Questionnaire** | One on One | To a Group | Over Telephone |

| | | **Individual Interview** | **Focus Group Interview** | **Telephone Interview** |

Question construction problems

? Question is unclear

? Multiple questions

? Question is wordy

? Question is negatively worded

? Overlapping responses

? Unbalanced response options

? Mismatch between questions and answers

? Question includes overly technical language

? Not all questions are applicable to all the participants

Pilot testing

- ❏ Test on a small number of individuals in the sample

- ❏ Ask for written feedback on the questions

- ❏ Revise the survey based on the written comments

- ❏ Exclude the pilot participants from the final sample for the study