

Plan for Second Half of Class

EDP 612 Week 8

Carinna Ferguson



Designing Qualitative Research Instruments

Things to consider

Interviews

- 1:1 Interviews v. Focus Group Interviews
 - Your relationship to the researched
- Three Suggestions for Conducting Qualitative Interviews (Turner, 2010)
- Preparation prior to the interview
 - Developing effective research questions
 - Actual interview of the participants
- Developing An Interview Protocol

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Three Suggestions for Conducting Qualitative Interviews

- Preparation prior to the interview
 - Choose a setting with privacy and limited distraction
 - Explain the purpose of the interview, the structure, and about how long it will take
 - Allow participant to ask questions before you begin
 - Have some way to record the interview prepared (ie video, audio, etc)
 - Consider pilot testing your interview protocol!
- Developing effective research questions for the interview
- Actual interview of the participants

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Three Suggestions for Conducting Qualitative Interviews

- Preparation prior to the interview
 - Developing effective research questions for the interview
 - Open-ended wording
 - Neutral questions (avoid questions that are judgmental or leading)
 - Ask questions one at a time – Don't double barrel questions!
 - Clear, easily understood questions
 - Ask follow up and probing questions as appropriate to learn more about participant's experiences.
 - Actual interview of the participants

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Three Suggestions for Conducting Qualitative Interviews

- Preparation prior to the interview
 - Developing effective research questions for the interview
- Actual interview of the participants
 - Double check throughout that your audio recorder is still recording!
 - Ask one question at a time
 - Try to remain neutral during the interview
 - Encourage responses with nodding and/or affirmative words
 - Provide transition between questions “I am now going to ask some questions about a different topic” or “Shifting gears to a different question”
 - Maintain control of the interview – keep interview on task and relevant to research!

Developing an Interview Protocol

- Initial priority is developing a rapport with the participant
 - Communicate the purpose of the research
 - Review consent form
 - Begin with broad, general, open-ended questions that are easy for the participant to answer
 - Ask high-risk questions later in the interview after rapport has been developed
 - Ensure the questions you are asking will actually answer your research questions!

Designing a Qualitative Survey

- Many of the same points as before!
 - Explain the purpose of the interview, the structure, and about how long it will take
 - Open-ended wording
 - Neutral questions (avoid questions that are judgmental or leading)
 - Ask questions one at a time – Don't double barrel questions!
 - Clear, easily understood questions
 - Consider pilot testing your survey prior to sending it to your participants!
 - Ensure the questions you are asking will actually answer your research questions!

Next week and the week after we will talk more about making sure surveys meet these requirements!

Being and Becoming a Researcher Activity



In Your Groups



- Find a way to record your discussion! I recommend using someone's phone.
 - Discuss as a group (in an interview-style format) questions on the following slide related to being and becoming a researcher
 - Feel free to deviate from the set questions as appropriate
 - Listen to the recording individually and begin to generate some initial codes, or things you feel were important parts of your conversation
 - Discuss your initial codes as a group – Come together as a group to generate some broader codes or themes from your conversation
 - Be prepared to share your themes and codes with the class
 - Provide some quotes to use as examples for any codes you all agreed on or any themes you identified.
 - You do not need to display all of your codes!
 - You may want to make a 1-2 slide PowerPoint to display your codes and themes.

Note: Record your conversation for about 15 minutes, then begin individual initial coding! Come back to class after ~ 25-30 minutes!

Questions to Consider



Sharing with the Class



Parts of a Qualitative Manuscript?



- <https://www.apa.org/pubs/journals/features/qualitative-manuscript-guidelines.pdf>
 - I will put this PDF in the Slack!
 - This outlines how to write a qualitative manuscript but is useful for thinking about where to find information in published qualitative research!

Ethics in Qualitative Research



- Informed consent!
- Researcher/Participant Relationship
 - Power, Conflicts of Interest
- Researcher's Subjective interpretation
 - Subjectivity Statements
 - Protection of Participants
 - Anonymity, results/narrative not traceable to participant
 - Pseudonyms

Questions?

