

Qualitative methods

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Qualitative Toolkit

- Participant observation
- Non-participant observation
- Interviews
- Video
- Tracking
- Focus groups
- Group interview
- Photographs
- Mind maps
- Field notes
- Document analysis (comments books, Twitter etc)

1: Non-participant observation

- Producing 'luminous description'(Katz 2001)



Meta-criterion of 'translation'



- Information provision
- Technologies of elicitation/exchange
 - Facilitation/moderation
 - Equality of opportunity
- Recording, aggregating, summarising of views
 - Environmental conditions / social dynamics (membership of workshops)
 - Workshops (formal and informal aspects)
 - Oversight/Management Groups/Follow-on/Feedback Events

Formative evaluation

- Field notes to full records and précis
- Regular communication and updates to commissioning authority/individual
- Impartiality
- Avoidance of blame
- Embracing a 'learning process'



2: Interviews

“A conversation with a purpose”

(Bryman, 2004)

Why interviews?

To probe something we know little about

To explore something unusual

To understand attitudes and thought processes

To understand another person's viewpoint

To mutually explore an issue...

Data analysis: a practical activity

“Assumption that interviewing results in true and accurate pictures of respondent’s selves and lives.”

Fontana and Frey (2000)

“Knowledge evolves through
dialogue”

(Kvale 1996)

“Interviewing is rather like marriage: everybody knows what it is, an awful lot of people do it, and yet behind each closed front door there is a world of secrets.”

Oakley (1981) in Fontana and Frey

Summary

Further resources

Bryman (2004) *Social Research Methods*, Oxford University Press

Creswell (2007) *Designing and Conducting Mixed Methods Research*, Sage Publications

David and Sutton (2004) *Social Research: the basics*, Sage

Denzin and Lincoln (2005) *Handbook of Qualitative Research (3rd Ed)* Thousand Oaks

Fontana and Frey (2000) *The Interview: from structured questions to negotiated text*. In Denzin and Lincoln, 2nd edition.

Gomm (2004) *Social Research Methodology : a critical introduction*. Palmgrave MacMillan

Kvale (1996) *Introduction to Qualitative Interviewing*, Sage

Meyrick (2006) *What is good qualitative research? A first step towards a comprehensive approach to judging rigour/quality* *Journal of Health Psychology*, 11(5)

Ritchie and Spence (1994) *Qualitative Data Analysis for Applied Policy Research* (in Bryman and Burgess (eds) *Analysing Qualitative Data*, Routledge)

Miles and Huberman (1994) *Qualitative Data Analysis: an expanded handbook*, Sage

Strauss and Corbin (1998) *Basics of Qualitative Research: techniques and procedures for developing Grounded Theory*, Sage

Olszewski, B (2006) *the practical work of <coding>* *Human studies*, 29 pp363-380