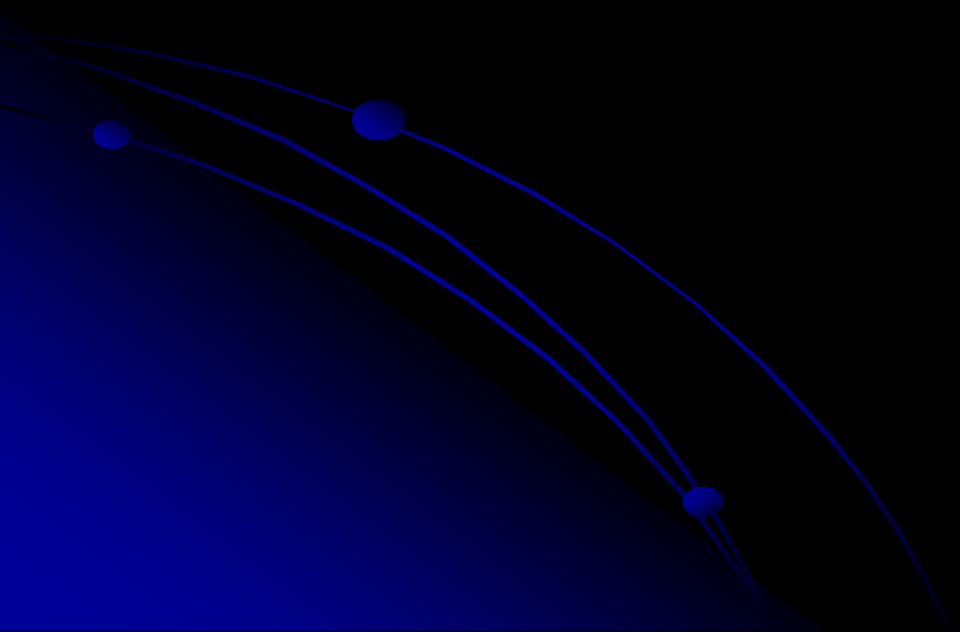


Writing Up a Qualitative Report



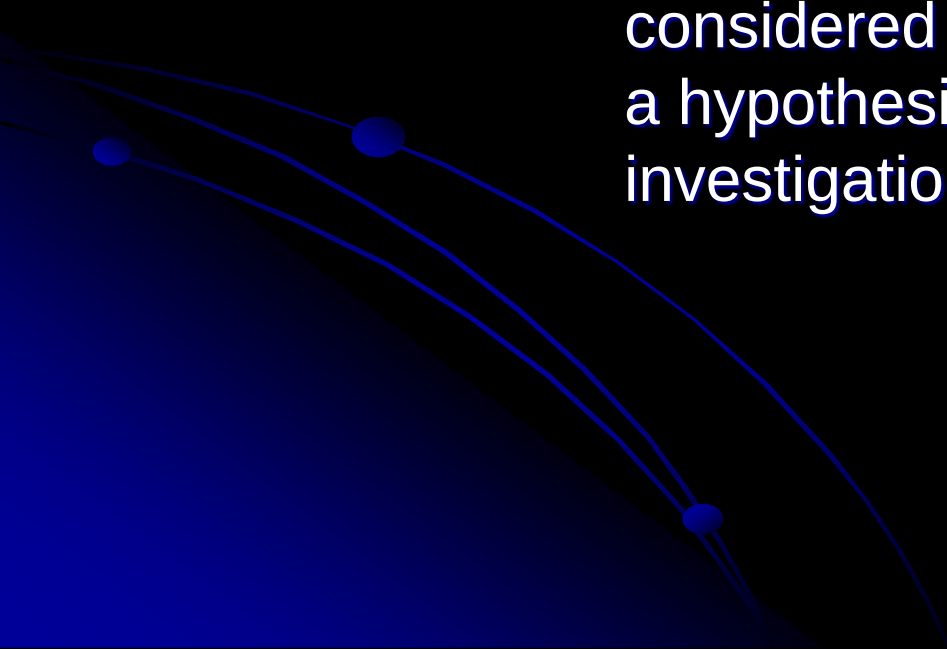
Qualitative Reports

- Can deviate a little from the format required for quantitative reports
 - Can write in the first person
 - HOWEVER, CONSIDER IF THIS IS NECESSARY?
 - More flexibility in presentation of method and results sections
- However clear and precise account is still very important

Structuring the Project

- Still need the following details
 - Clear and Precise Title
 - Abstract
 - Major sections
 - Introduction
 - Method
 - Results/Discussion
 - Reflexive account
 - References
 - Appendices

Title:

- Title
 - Aim to be informative, yet as precise and concise as you can. Make sure it makes sense.
 - Remember with qualitative research it is not considered an experiment, you might not even have a hypothesis (this is quite common), it is often an investigation or exploration (use these words!).
- 

Titles - Example

- A qualitative investigation into the impact of a cyber bullying on dating confidence:
- Exploring the impact of cyber bullying on dating confidence:



- Abstract

- Summary of report. Try to be as succinct as possible. Include the following details:
 - Background to your study
 - Method - a brief statement of design and sample
 - Results - the main findings in words (just brief note of the themes)
 - Conclusion - in one line if possible.
 - 100 – 150 words maximum.

Structuring the report

- Introduction

- Same format as with any report

- Start by stating the general area

- Review relevant research and theory

- Rationale for your study

- End with statement of research question

- Not with a hypothesis

Structuring the report

- Method
 - Will vary from quantitative reports
 - Variety of approaches possible, but following approach is suggested
- Design
 - Just state that a non experimental, qualitative approach was taken.

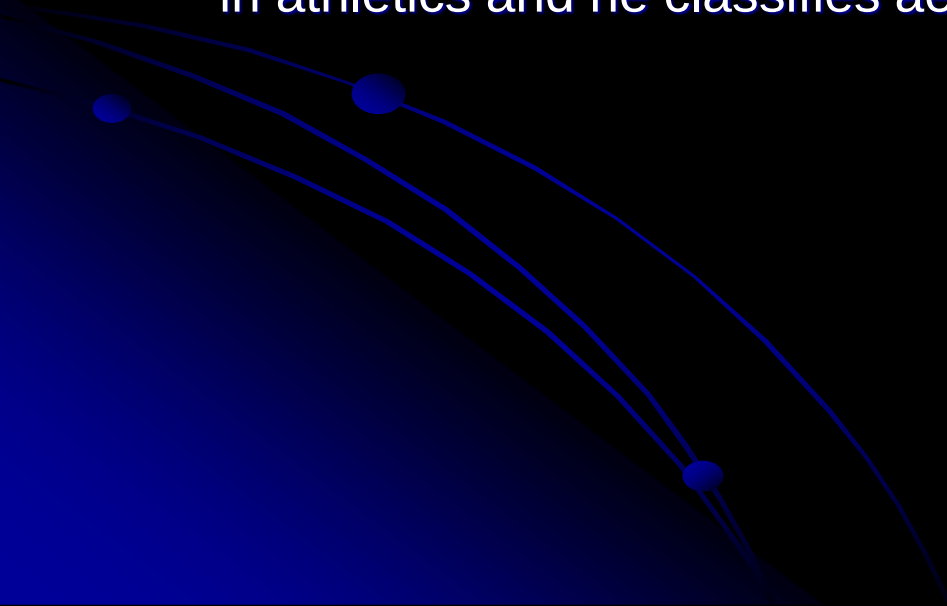
Structuring the report

- Researchers and participants
 - Give basic details of the people conducting the research
 - You don't have participants as such,
 - UNLESS YOU DO DECIDE TO CONDUCT YOUR OWN INTERVIEWS!!
 - Describe where the data came from
 - Describe the nature/defining characteristics of the data

Structuring the report

- If you are going to conduct your own interview/s (or focus groups) then you will have a participant or participants.
- In this case you will need to provide detail about the participant (using a pseudonym) and give a **participant profile** (see next slide).

Participant Profile – Sports Injury Research

- Peter, 25, worked as a research analyst for a large co-operation. He has played rugby union since he was a small child for the same club. He describes the club as a part of him although he does not play for the senior first team but represents the second fifteen. He has suffered numerous injuries in the past that has prevented participation, including two shoulder dislocations. His current injury took place while association football training with friends. Later interviews revealed that he had suffered ligament damage to his ankle. The timeframe between the first and third interviews was seven weeks. Up until the injury he also competes in athletics and he classifies aerobic fitness training as a serious hobby.
- 

Structuring the Report

- Materials
- Again will vary depending on if you are going to conduct your own interview or not.
 - E.g. Dictaphone
 - Transcription equipment (Computer).
 - Interview Schedule.

Method cont'd

- Procedure

- Describe how the study was carried out.
- Where were participants interviewed, how long were they interviewed.
- What did you do next – Transcribe the interviews.
- The type of analysis (e.g. IPA).

Ethics

- Remember to consider ethics in your methodology. Some students discuss ethics throughout their methodology.
- Or place in a separate subheading “ethical considerations” at the end of your methodology section.
- Remember if conducting your own research (e.g. interviewing someone) – you will need to provide an information sheet, consent form and a debrief sheet.

Structuring the report

- Results/Discussion
 - Combine these two sections
 - You need to highlight engagement with the IPA process so start with a brief outline of your initial encounter of the text (subheading “Initial encounter of the text”).
 - Then, produce and include a summary table of themes
 - No quantitative analysis, so distinction between results and discussion is less clear cut

Structuring the Report...

- It is useful to have many subheadings in your results / discussion section.
- For example, a useful way of starting this section, for clarity purposes, would be would be.
- Results.
- Initial Encounter of the Text.
 - Remember to keep your initial encounter brief (one paragraph).

Summary Table of Themes

- After your initial encounter with the text, you next need to place a summary table of themes (which is labelled in the same way as a quantitative report).
- APA Format
- As discussed previously and highlighted in the Carla Willig Chapter.

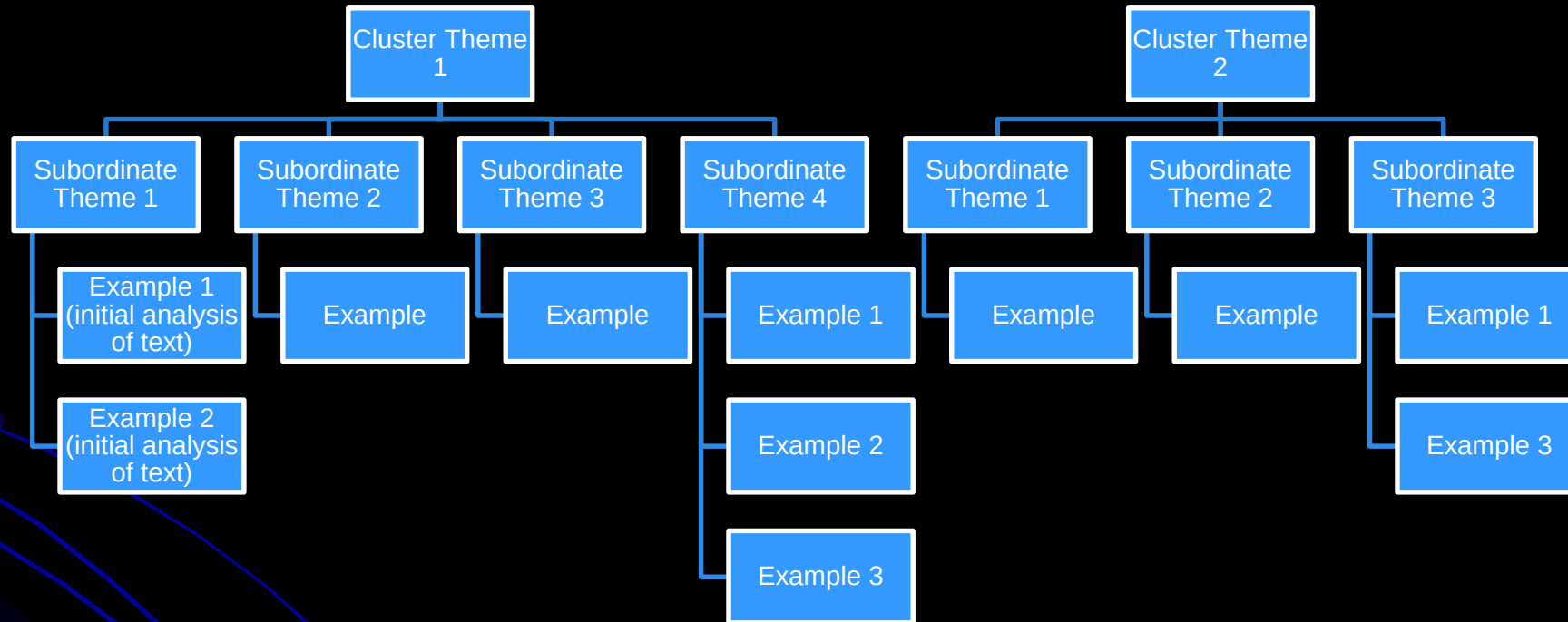
Example 2

Superordinate Themes	Subordinate Themes	Quote Keyword	Page / Line Number
Superordinate (Cluster) Theme 1	Subordinate Theme 1	Blah Blah	Page 4; Line 20.
	Subordinate Theme 2		
	Subordinate Theme 3		
	Subordinate Theme 4		
Superordinate (Cluster) Theme 2.	Subordinate Theme 1	Blah Blah	Page 10; Line 3 etc.
	Subordinate Theme 2		
	Subordinate Theme 3		

Diagrammatical Representation of Results

- Not compulsory, but can look good.
- Use of flow charts to display hierarchical nature of analysis.
- From the superordinate themes (at the top of the diagram) through to the initial analysis of the data, via the subordinate themes.
 - You will have this information at hand anyway (with the table).

Example



How to do Flow Charts quickly and effectively.

- Microsoft Word is your friend.
- Insert Smart Art Graphics
- Then when in SmartArt – just click on Hierarchy and flow chart options will appear.
- The previous slide took less than 2 minutes!

Results/discussion cont...

- Describe what you found
 - Plenty of examples to illustrate the points you are making
 - Link back to the Introduction and previous theory/research.
- Can use different sub-headings if you think this might be helpful.
- One method is to use your cluster themes as subheadings and discuss each of these separately.

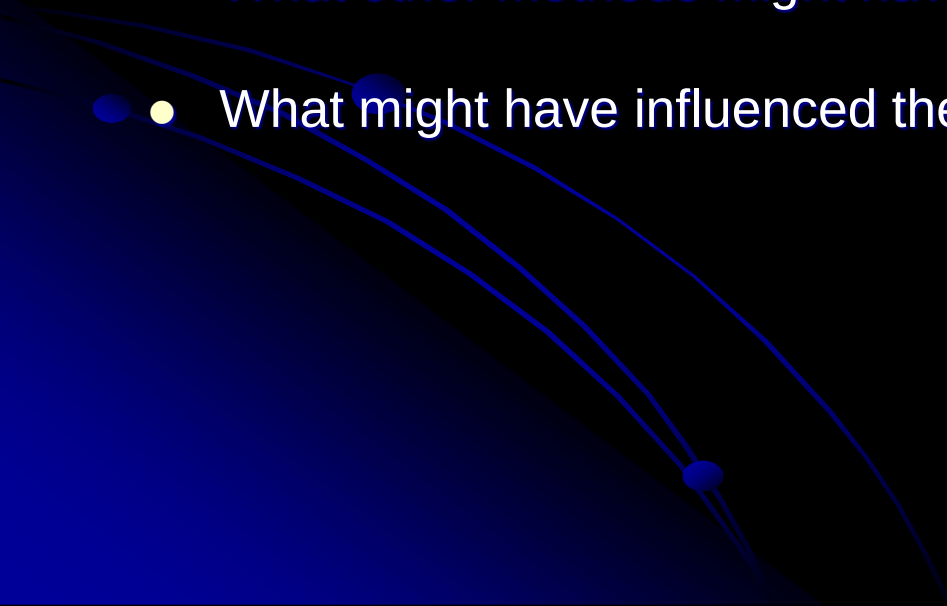
Structuring the report

- Reflexive report (200-250 words maximum)
 - Your overall impressions of this type of research, discussed in relation to the specific study you conducted
 - What interested you about the research?
 - What were your concerns?
 - Could this topic have been investigated in a quantitative study?
 - Reliability, validity, Objectivity, generalizability of results
 - Were your findings just subjective speculations?

Features of a Reflexive Account

- Reflexive accounts include personal statements about:
 - Motivations for conducting the research
 - Feelings about the research process
 - Interests in the research area
- 

Features of a Reflexive Account

- A reflexive account also includes questions of method, including:
 - How useful the method has been for answering the research question
 - What limits have been placed on the ways in which the data has been interpreted?
 - What other methods might have been used to answer the research question?
 - What might have influenced the data?
- 

Example of reflexive account of choosing the diary extract

Students can find qualitative research 'woolly', confusing and, at worst, irrelevant. I chose Willig's example because, like her book, it is clearly written and a relatively easy introduction to qualitative methods.

Previous years work on gender display in advertisements wasn't written up by many students. Students might find analysis of texts easier and more obviously relevant than some other methods such as participant observation and visual analysis

I was concerned that the data (and the young man) seemed a bit eccentric and contrived. Is it really an extract from a diary or did Willig invent it?

The example also has a number of limitations. It is purely inductive. There is no attempt to link the material to psychological theories about, for instance, life span research or adolescent development.

Willig's interpretation is also limited. I have an interest in gender differences. In some respect, the young man's account seems stereotypically masculine – life is seen as an action adventure (e.g. “riding on a wave”). Would young womens' accounts be different? Or am I being stereotypical?

References

Should be listed in alphabetical order (by author surname) in the APA format as follows: Use your reference guidelines.

Journal

Logie, R.H. (2006). Visuo-spatial processes in working memory. *Quarterly Journal of Experimental Psychology*, 38A, 229-247.

Book

Levelt, W.J.M. (1989). *Speaking: From intention to articulation*. Cambridge MA: MIT Press.

□NB Don't divide references into separate book and journal sections.

Appendices

- Reference material that may be useful to the reader: For qualitative studies these may include
 - Interview Schedules
 - If you a diary extract, then include that.
 - Consent forms / debrief forms (just an example not the signed version).
 - Additional analysis not part of your main results.
 - Procedure
- 