

Day Four

Qualitative Research Methods

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Qualitative Data
Collection, Analysis
and Quality
Procedures

From report frame to an Interview Guide

- List areas, topics or questions to be covered & that together will suggest lines of inquiry
- In we are familiar with the study's aims, guide can be sketchy, listing just headings and topics
- Otherwise– make it detailed– but it shall be grasped at one glance
- Can be standard or tailored to each participant
- Should be prepared to drop the guide entirely if the interview takes an unexpected direction



Including quantitative questions

- Can help to anchor the qualitative discussion

Compare :

1. “Many of the respondents felt their circumstances are desirable” or

2. “ On the scale one to five, a third of our participants rated their happiness level at the top of the scale”

- Makes it easy to segment the population (demographics: “40s and younger or older”)



Including quantitative questions

- **Starting** with “*just the facts, ma’am*” might set the wrong tone

- **After** the interview is over, may try:

“Could I ask a few more questions, about your age an the like?”



Early interviews and pilots

- Obtain interview images and ideas from experience rather than surmise

- Initial expectations are likely to be inaccurate

- Areas asked about can be dull and unproductive, & those not included in the guide turn out to be critical

- May hard to make connection with a respondent and hard to proceed



What questions do you ask?

- The problem in study
- The frame of the study: A sense of the breath and density of the material you want to collect
- Understandings based on the previous work, study, awareness of literature, living experience
- Pilot research
- A sense of what will be substantial for your report



Interview questions you shall ask

- **Opening/ conversational question**
- **“Grande Tour” questions** → solicit long and descriptive answers
<Would you describe how does your typical workday go?>
- **Example question** → allow specific details about the interviewee experience
< Could you recall/describe last time you attended the meeting?>
< Could you give me an example?>
- **Follow up (probing) question** → make interviewee elaborate on their initial answer
<How was that experience for you?>
< What did you do after that happened?>
<What thought went through your mind?>
- **‘Metaphor’ question**
< If you have three words to describe... what those words be?>
< What would you compare this to?> < What image comes to your mind, when you ..?>
- **Closing question**
<Is it anything that you want to share or you find it relevant that I have not asked about?>





Qualitative research is a mindset,
and here we are making it grow



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