

### Attitudes towards Qualitative Research Methods (QRM)

Directions: The statements below are designed to identify your attitudes towards research methods. Each item has 7 possible responses. The responses range from 1 (strongly disagree) through 4 (neither disagree no agree) to 7 (strongly agree).

If you have no opinion choose response 4. Please read each statement. Mark the one response, which most clearly represents your degree of agreement or disagreement with that statement. Try not to think deeply about each response. Record your answer and move quickly to the next item. Please respond to all the statements

|                                                                          | Strongly disagree |   |   | Neither disagree<br>no agree |   |   | Strongly agree |
|--------------------------------------------------------------------------|-------------------|---|---|------------------------------|---|---|----------------|
| I plan to succeed in all of my assignments in this QRM course.....       | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| I plan to work hard on my QRM course.....                                | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| I will like QRM                                                          |                   |   |   |                              |   |   |                |
| I feel insecure when I have to do QRM.....                               | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| I will have trouble of understanding QRM because of how I think.....     | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| QRM is easy to understand.....                                           | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| QRM is worthless.....                                                    | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| QRM is a complicated subject.....                                        | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| QRM should be a required part of my professional training.....           | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| QRM skill will make me more employable.....                              | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| I will have no idea of what is going on in this QRM course.....          | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |
| I will be interested in communicating the QRM information to others..... | 1                 | 2 | 3 | 4                            | 5 | 6 | 7              |

# The Qualitative Lens

## NOTES

### EXERCISE 1

Look at the following statistical table:

#### Hong Kong Business Receipts Indices for the 2nd Quarters of 2019 and 2020

|                |         |               |
|----------------|---------|---------------|
| Food services  | Q2 2019 | 109.8 (-0.5%) |
|                | Q2 2020 | 81.4 (-25.9%) |
| Transportation | Q2 2019 | 108.1 (+0.4%) |
|                | Q2 2020 | 77.2 (-28.6%) |

Please consider the following questions:

1. What do they tell you in quantitative terms?
2. What do they not tell you?
3. Formulate three qualitative questions you might ask about this data.

# The Quantitative - Qualitative Continuum

## EXERCISE 2

*Let us imagine you are conducting research on smoking cessation practices. You want to understand the experiences of smokers who have made at least one attempt to quit smoking in the past about when, why, and how they attempted to stop smoking.*

*Consider the following possible methods:*

- *Semi-structured group discussion*
- *Individual semi-structured interviews*
- *Direct structured observation*
- *Direct unstructured observation*
- *Survey*

*1. Based on your understanding of methods so far, decide what might be the most appropriate method(s) to address the research question and explain why. If you have chosen more than one, explain why.*

*2. Think about what else you could do to add to/supplement the information gained through the method(s) chosen.*

### NOTES

## NOTES

*You were asked to formulate qualitative questions that relate to the quantitative data you were given. Choose one of these questions and think about TWO methods you might triangulate to collect data to answer this question. Now consider what type of samples you would select for each of the methods you thought about. Why did you select these samples?*

## NOTES

*For both interviews write up some notes on what was said. Compare your notes and reflect on how easy/difficult it was for you to take notes. We will return to the topic of recording data in Chapter 8.*

[illegible]

# Group Interviews

NOTES

EXERCISE 5

Choose one of the following topics.  
Think about conducting research within a setting you are most familiar with. Now consider how you might use group interviews as a way of obtaining data on the topic.

- Barriers to smoking cessation
- Introduction of a C19 mass-testing schema
- Choose your own topic

1. When might you use a group interview to collect information on this topic, and why?
2. What type of group interviews might you use and why? (natural versus focus groups)
3. Who would you want to interview in groups? (how would you stratify groups?)
4. What topic areas would lend themselves to a group interview? (in what ways are they distinct from what you would ask if you conducted individual interviews?)

## NOTES

*Choose a setting where it will be easy for you to sit down with a notepad and unobtrusively take notes for a short time. This might, for example, be a market, a park, a street corner, a shopping mall, or another central area where people come and go. Take care that there is not 'too much' going on, nor 'too little' otherwise it will be difficult to conduct the activity or possibly to have to justify your presence.*

1. Keeping time, conduct a 5-10 minute **unstructured** observation, jotting down as many notes as you can on what you see in that time period. Following the time period, take time to flesh out the notes, including some analytical notes and thoughts regarding your description of the scene and what was happening during your observation.

2. Now reflect on how you might **structure** the observations if you were to do a number of them. In other words, what things did you note in your unstructured observation to which you might want to pay closer attention?

[illegible]

## NOTES

3. Were there any ethical issues that you might consider in the conduct of such an observation exercise and the use of the data you have collected?

## Turning the story

### Task

1. Read the story
2. Discuss in a small group how to turn this story in a qualitative study, using one of the five approaches
3. Share your ideas with the rest of the class

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Adapted from C. Bray (SCMP Nov. 9, 2020) and H. Park & J. Kim (AJSSR Mar. 6, 2020)

### **HKMA joins new alliance on green financing as US\$18 trillion in opportunities expected over next decade**

- Alliance for Green Commercial Banks will help lenders address unmet green financing needs, HKMA says
- About US\$18 trillion in green and climate-related financing opportunities are expected in the next decade in Asia

The Hong Kong Monetary Authority hopes to cement the city as a hub for green financing as US\$18 trillion in green and climate-related opportunities are expected in Asia over the next decade.

Teaming up with the International Finance Corporation (IFC), the established HKMA-IFC alliance fuels the Green and Sustainable Banking operation and green financing in the hope to bring together financial institutions, research groups and technology providers to tackle the climate crisis.

Despite the growing green and climate investment opportunities that aim to support the transition to a low carbon sustainable economy, the expected 'greening' of the employees and clients' mindsets are questionable. With most of the investments rolling out in the developing countries, the Green Banking initiatives are arguably suspected to become a "green washing," without making much influence in greening people and businesses. Additionally, the current financial framework often makes the required investment difficult to be met due to barriers exist at the sectoral and institutional level.

While green banking is still a new concept in the field of finance it can serve the international community by financing climate change mitigation and adaptation activities, and managing climate and credit risks while developing business opportunities.