

Method

- ▶ Should include all of the practical information necessary for someone else to replicate your work.
- ▶ Divided into the following subsections:
 - ▶ Design
 - ▶ Participants
 - ▶ Apparatus/Materials
 - ▶ Procedure
 - ▶ Ethical Considerations

Method cont'd

- ▶ Design

- ▶ the logical framework of the study, all of the planning required prior to carrying it out.

- ▶ In terms of a qualitative report as it is non-experimental you only need to state:-

- ▶ That a non experimental, qualitative approach was taken.

- ▶ State what approach was made, focus group, case study, multiple interviews, longitudinal.

Method cont'd

- ▶ Participants
 - ▶ You should give the details of your sample and your sampling procedure. Give the mean age and number of males and females and how your participant group was assembled.
 - ▶ Sometimes, you may also need to give specific information about participants that is relevant to your particular study e.g. first language, handedness, etc.

Method cont'd

- ▶ Things to avoid
 - ▶ Describing type of sample:
 - ▶ 'Random sample' - if you say this, be sure it really was 'random'
 - ▶ opportunist sample - you mean *opportunity sample*!
 - ▶ When participant sample is divided into different groups:
 - ▶ 'participants were split in half randomly'
 - ▶ 'participants were both male and female'

Structuring the Report

- ▶ Materials
 - ▶ Give the Following Details.
 - ▶ Describe any physical equipment used
 - ▶ E.g. Dictaphone, Computers etc.
 - ▶ Describe any stimuli used
 - ▶ E.g. Interview schedule, Diary Extract, Consent forms etc.
 - ▶ Use your appendices.

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. Interpretative Phenomenological Analysis). Go into detail about HOW you analysed the data – the stages etc – do not mention the results
- ▶ Use citations about how you analysed this – inline with.....

Method cont'd

- ▶ Ethical Considerations.
- ▶ It is considered good practice to outline the ethical considerations that you carried out when conducting your study.

Structuring the report

- ▶ Results/Discussion
 - ▶ Combine these two sections
 - ▶ Produce and include a summary table of themes
 - ▶ No quantitative analysis, so distinction between results and discussion is less clear cut

Results/Discussion

- ▶ 1. Initial Encounter with the text.
 - ▶ Based upon initial notes, what were the initial views about the text.
- ▶ 2. Summary Table.
 - ▶ See next slide
- ▶ 3. Discussion of the Results.

Example of a Summary Table.

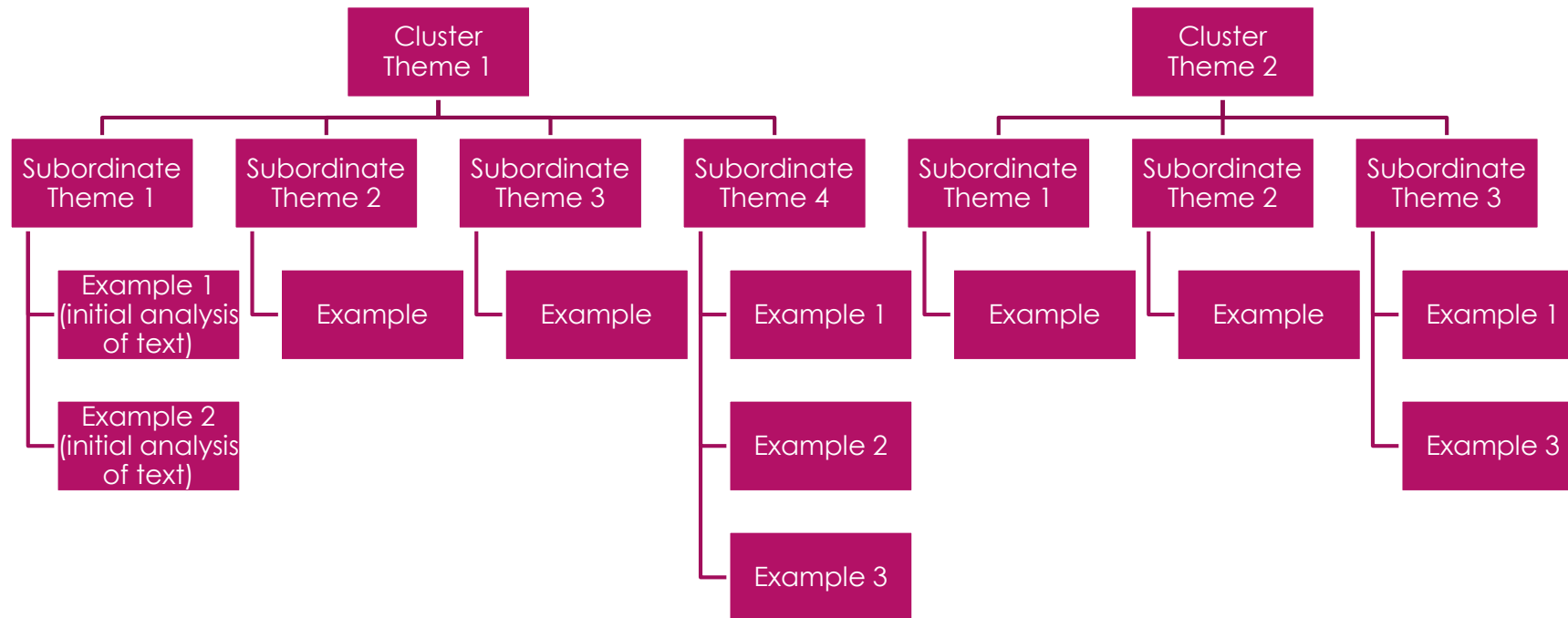
Remember to
Present your table
in APA format (As
shown here) and
also label your
table.

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.
- ▶ Use your superordinate themes as subheadings.
- ▶ Implications, Limitations and Future Research.

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

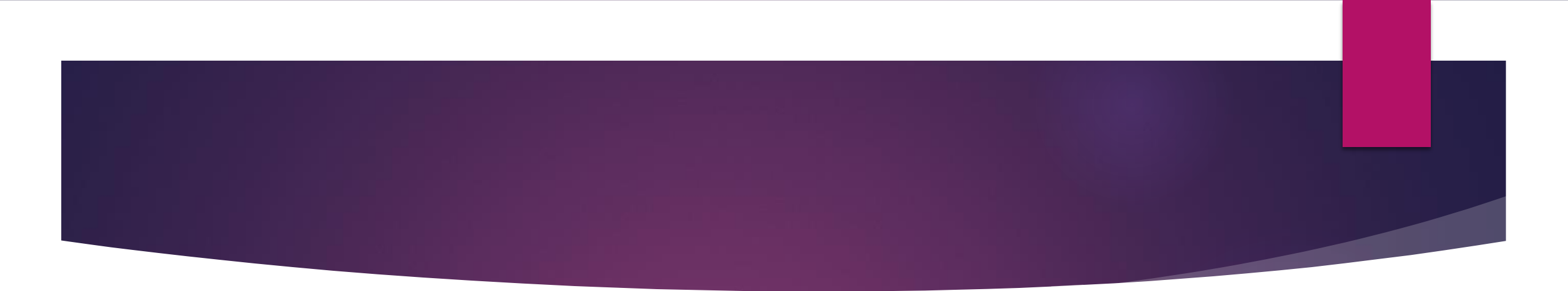
- ▶ Reflexive accounts include personal statements about:
- ▶ Motivations for conducting the research
- ▶ Feelings about the research process
- ▶ Interests in the research area

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 women's accounts be different? Or am I being stereotypical?

Conclusion

- ▶ After you have finished your results / discussion then you should have an overall conclusion summarising your research.