

INFO 272. Qualitative Research Methods

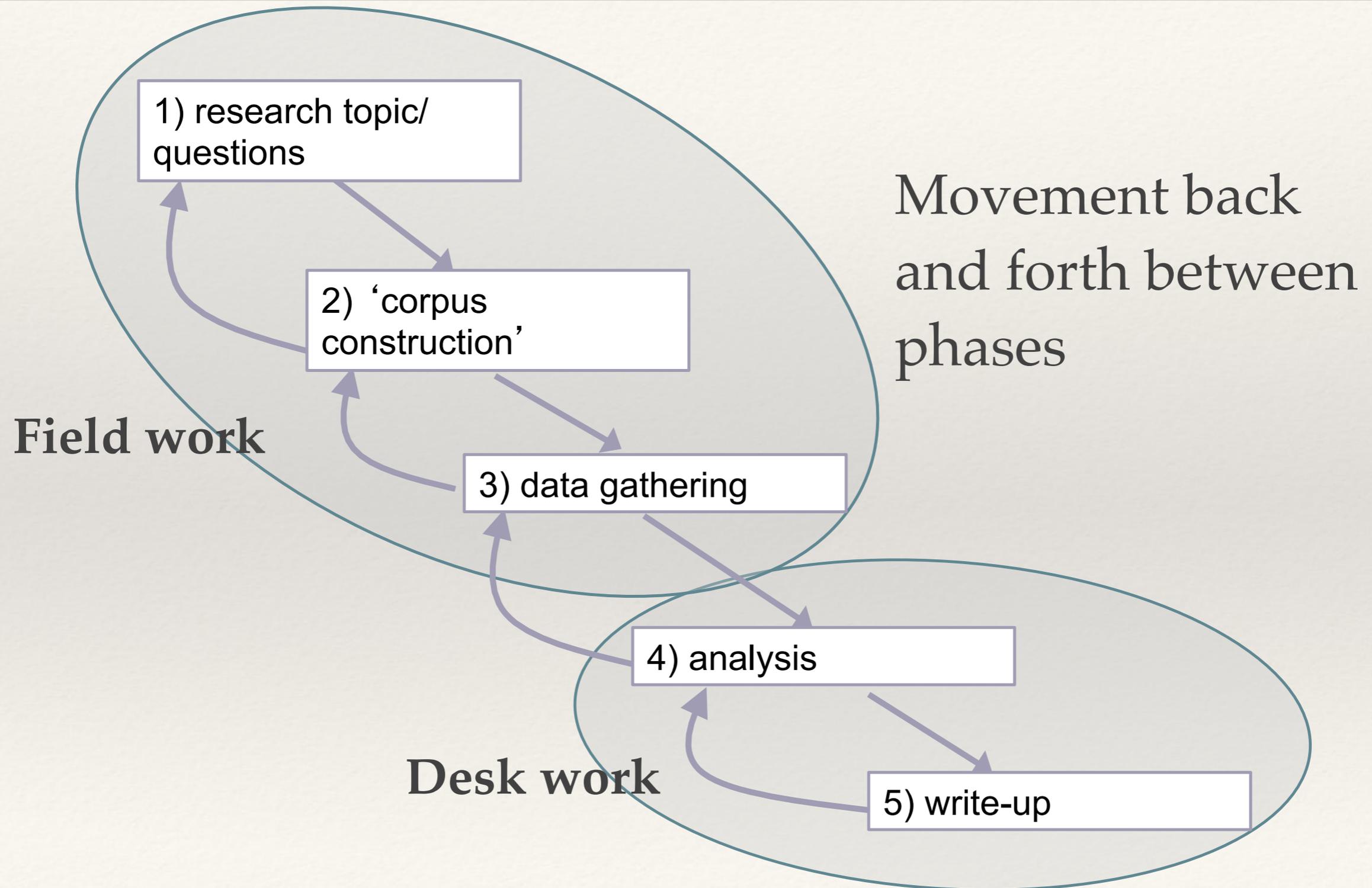
Analysis Pointers

Fall 2014

Final Project

- ❖ multi-sited, network, trace, and design ethnography
- ❖ expert interviews, focus groups
- ❖ projective interviews – photo elicitation, tours, sorting exercises, cultural / tech probes
- ❖ document analysis (document practices in context)
- ❖ text or image analysis (content analysis, topic modeling?)
- ❖ Mixed methods – qual + quant

The Iterative Model



Using Your Data: Handling Quotes

Using Quotes

- ❖ The quotes should be contextualized
- ❖ The quotes should be interpreted – lead-in text shouldn't just summarize the quote.
 - ❖ Example of what not to do: “Many Ghanaians dislike the way the Western media represents Africa. As Kobby noted, ‘I hate the way the newspapers and television programs represent Africa.’”

[InterViews, Kvale - pgs. 226 – 267]

Using Quotes

- ❖ Use only the best quote
- ❖ Interview quotes should be rendered in a written style
- ❖ There should be a balance between quotes and text
- ❖ Edit quotes for readability and for the main, important point. [*but without altering meaning*]

[InterViews, Kvale - pgs. 226 – 267]

Editing Quotes

- ❖ Avoid taking quotes out of context.
- ❖ Maintain an awareness of the shifts in meaning that result when quotes are edited – minimize this.
- ❖ Don't 'clean' quotes of qualifications, caveats, etc. to make your point stronger

Darwin a Creationist?

- ❖ “To suppose that the eye with all its inimitable contrivances for adjusting the focus to different distances, for admitting different amounts of light, and for the correction of spherical and chromatic aberration, could have been formed by natural selection, seems, I freely confess, absurd in the highest degree...” [Darwin, The Origin of Species]

Darwin a Creationist?

- ❖ “...Yet reason tells me, that if numerous gradations from a perfect and complex eye to one very imperfect and simple, each grade being useful to its possessor, can be shown to exist; if further, the eye does vary ever so slightly, and the variations be inherited, which is certainly the case; and if any variation or modification in the organ be ever useful to an animal under changing conditions of life, then the difficulty of believing that a perfect and complex eye could be formed by natural selection, though insuperable by our imagination, can hardly be considered real.” [Darwin, The Origin of Species]

Analysis Pointers

Weak Analysis

- ❖ Analytical findings should not simply reflect the initial constructs / concepts from your interview guide
- ❖ Your analysis is **not** simply an exercise in **verification**

Example: *Voices of the Poor*

- ❖ A massive, multi-national World Bank, qualitative interview project
- ❖ Interview guide emphasizes ‘well-being’ and findings suggest that “again and again people distinguished between well-being and wealth.”

Strong Analysis

Close attention to language:

- ❖ What distinctive terms does the interviewee introduce?
- ❖ How do they divide up the social (and material) world into entities?
- ❖ What relationship is posited between these elements?

Strong Analysis

Mapping out the diversity of instances:

- ❖ What are all the different forms of Internet scam stories – ‘success stories’ ‘protection stories’ ‘victimization stories’
- ❖ Maintaining contradictions and inconsistencies and counter-examples (the social world is messy)

Strong Analysis

Typologies and Taxonomies

- Gospel
 - Worship
 - Praise (faster beat)
- Hi-life
- Hip-life
- Francophone
 - Gbeho
- Hip-hop (American)
- Rap (American)
- R&B (American)
- Kuul, Kulz, Cool
 - Celine Dion
 - Westlife(?)
- Old School, Old Skuul, Old Skull
 - Phil Collins
 - Also contains Hi-life (but not hip-life)
- acapella
- Instrumental
- Country Music
- Reggae
 - Regular
 - Bob Marley
 - Lover's Rock (i.e. Celine Dion, *I will always love you*, reggae style)

[from interviews about music in Accra, Ghana]

Strong Analysis

Checking Saying Against Doing

- ❖ What people say is often not what they do
- ❖ Even if you don't carry out observation within an interview transcript you can relate an interviewees concrete examples in interviews to their statements about general attitudes, opinions

Additional Pointers for Your Final Write Up

Beginning Your Write Up [L&L]

- ❖ If there are no clear themes – start coding
- ❖ If you have a theme then work on a 'memo'
- ❖ Could find something that exists in more than one interview (some similarity or a difference) and write about that
- ❖ Refer back to your data to check your write up

Final Word

- ❖ Stay close to your data!
- ❖ Read and re-read your transcripts, fieldnotes, and any other data!
- ❖ Don't forget to code!