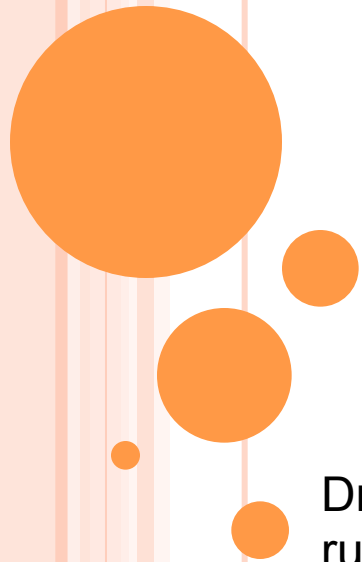


COLLECTING QUALITATIVE DATA

ERPD U23443



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WHAT IS THE PROCESS OF QUALTATIVE DATA CLLECTION?

- 1- Identify your participants and sites.
- 2- Gain access.
- 3- Determine the type of data to collect.
- 4- Develop data collection forms.
- 5- Administer the process in an ethical manner.



WHAT INFORMATION WILL YOU COLLECT?



- **Observations**



- **Interviews**



- **Documents**



- **Audiovisual materials**



OBSERVATIONS



The process of gathering open-ended, firsthand information by observing people and places at a research site.

Advantages :

opportunity to record information as it occurs in a setting,

1- To study actual behavior.

2- To study individuals who have difficulty verbalizing their ideas.

e.g. disable people

Disadvantages:

You will be limited to those sites and situations where you can gain access.

You may have difficulty develop rapport with individuals there.



Observational roles

A participant observer: is an observational role adopted by researchers when they take part in activities in the setting they observe.

A nonparticipant observer: is an observer who visit a site and records notes without becoming involved in the activities of the participants.

A changing observational role: is one where researchers adapt their role to the situation.



The process of observing:

- 1- Select a site to be observed that can help you best understand the central phenomenon.
 - 2- Ease into the site slowly by looking around; getting a general sense of the site; and taking limited notes, at least initially.
 - 3- At the site, identify **who** or **what** to observe, **when** to observe, and **how long** to observe.
 - 4- Determine, initially, your **role** as an observer.
 - 5- Conduct multiple observations over time to obtain the best understanding of the site and the individuals.
 - 6- design some means for recording notes during an observation.
- Fieldnotes:** are text recorded by the researcher during an observation in a qualitative study.





7- Consider what information you will record during an observation.

8- Record descriptive and reflective fieldnotes.

Descriptive fieldnotes: record a description of the events, activities, and people.

Reflective fieldnotes: record personal thoughts that researchers have that relate to their insights, hunches, or board ideas or themes that emerge during the observation.

9- Make yourself known, but remain unobtrusive.

10- After observing, slowly withdraw from the site.



INTERVIEWS



INTERVIEWS

Occur when researchers ask one or more participants general, open-ended questions and record their answers.



ADVANTAGES AND DISADVANTAGES OF THE INTERVIEW:

Advantages:

- 1- provide useful information when you cannot directly observe participants.
- 2- allow participants to describe detailed information

Disadvantages :

- 1- it provides only information “filtered” through the views of the interviewers.
- 2- interview data may be deceptive and provide the perspective the interviewee wants the researcher to hear. (e.g. social desirability)
- 3- the presence of the researcher may affect how the interviewee responds.
- 4- interviewee responses also may not be articulate, perceptive, or clear.



Types of interviews:

1. Structured interviews:

- One-to-one interview
- use a formal questionnaire
- try to adopt the same consistent behaviour

2. Semi-structured interviews:

- One-to-one interview
- A list of questions/topics with prompts
- High flexibility in the interview


3. Unstructured interviews:

- One-to-one interview
- Use of memo
- High flexibility in the interview

4. Focus group interviews: the process of collecting data through interviews with a group of people, typically four to six.



CONDUCTING INTERVIEWS:

- 1- Identify the interviewees.
 - 2- Determine the type of interview you will use.
 - 3- During the interview, audiotape the questions and responses.
 - 4- Take brief notes during the interview.
 - 5- Locate a quiet, suitable place for conducting the interview.
 - 6- Obtain the consent from the interviewee to participate in the study.
 - 7- Have a plan, but be flexible.
 - 8- Use *probes* to obtain additional information.
 - 9- Be courteous and professional when the interview is over.
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AUDIOVISUAL MATERIALS

Consist of images or sounds that researchers collect to help them understand the central phenomenon under study.



WHAT ARE THE ADVANTAGES AND DISADVANTAGES OF USING VISUAL MATERIALS?

Advantages:

- 1- people easily relate to images because they are so pervasive in our society.
- 2- Images provide an opportunity for the participant to share directly their perceptions of reality.
- 3- images such as videotapes and films, for example, provide extensive data about real life as people visualize it.



Disadvantages:

- 1- they are difficult to analyze because of the rich information.
- 2- you as a researcher may influence the data collected.
- 3- in selecting the photo album to examine or requesting that a certain type of drawing be sketched, you may impose your meaning of the phenomenon on participants, rather than obtain the participants' views.



DOCUMENTS

Consist of public and private records that qualitative researchers obtain about a site or participants in a study and they can include newspapers, minutes of meeting, personal journals, and letters.




DOCUMENTS

Advantages:

- 1- Being in the language and words of the participants.
- 2- Ready for analysis without the necessary transcription that is required observational or interview data.

Disadvantages:

- 1- Documents are some times difficult to locate and obtain.
 - 2- Information may not be available to the public.
 - 3- Information may be located in distant archives, requiring the researcher to travel, which take time and can be expensive.
 - 4- The documents may be incomplete, inauthentic, or inaccurate.
 - 5- In personal documents such as diaries or letters, the handwriting may be hard to read.
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HOW DO YOU RECORD DATA?

For observations and interviews, qualitative researchers use specially designed protocols.

Data recording protocols:

Are forms designed and used by qualitative research to record information during observations and interviews.



Interview protocol

Is a form designed by the researcher that contains instructions for the process of the interview, the questions to be asked, and space to take notes of responses from the interviewee.



DEVELOPMENT AND DESIGN OF AN INTERVIEW PROTOCOL

- 1- It contains a header to record essential information about the interview, statements about the purpose of the study a reminder that participants need to sign the consent form, and suggestion to make preliminary test of the recording equipment.
- 2- following this header are several brief open-ended questions that allow participants maximum flexibility for responding to the questions.
- 3- the core questions, 2 through N, address major research in the study.



Observational protocol

Is a form designed by the researcher before data collection that is used for taking fieldnotes during an observation



Question Time!

