

Gathering Data in Qualitative Research

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Data Gathering Sources

- Interviews
- Observations
- Documents
- Artifacts



Interviews

- A conversation with a purpose...



- Forms
 - Focused/open-ended

Stages of an Interview

- Determining respondents
- Preparing for the interview
- Beginning the interview
- Maintaining productivity during the interview



Conducting Effective Interviews

- Two types
 - person to person
 - group formats (e.g. focus group) -- usually small groups, between 4 and 12 people



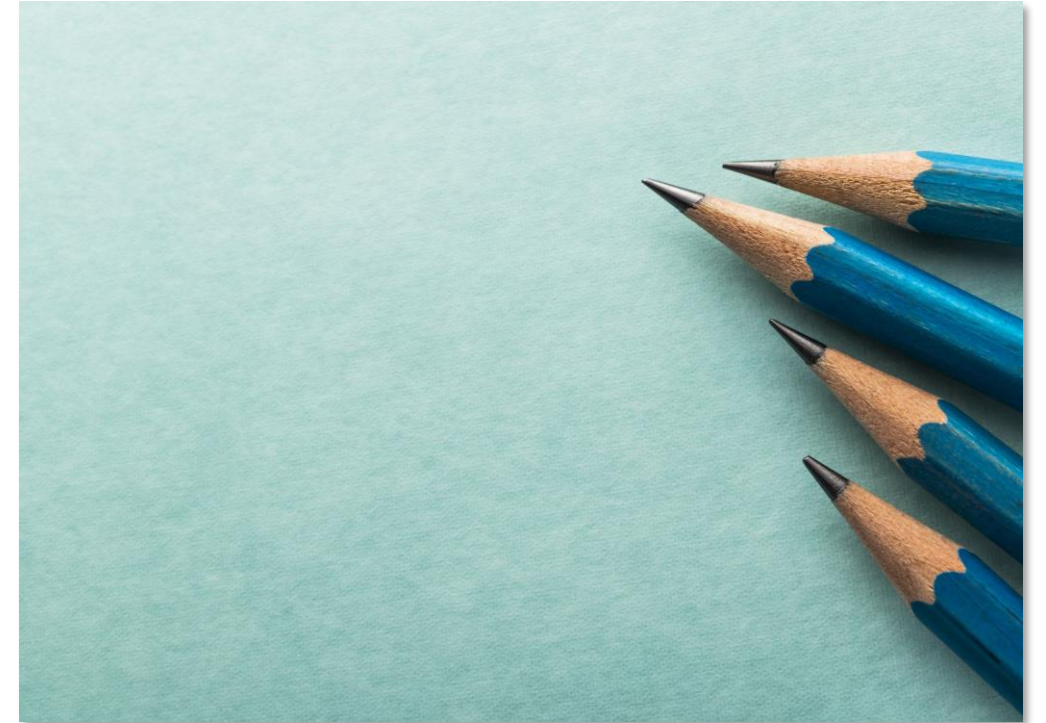
Conducting Effective Interviews

- Main purpose is to find out what is in and on the informant's mind
 - to find out things not directly observable-- feelings, intentions, thoughts
 - behavior and activities in the past
 - activities where the presence of observer is not possible



Interview Guides

- Help you direct the conversation toward the topics and issues you want to learn about
- Vary from highly scripted to relatively loose
- Help you know what to ask about, in what sequence, how to pose your questions, and how to pose follow-ups.



Research Construct, Definition, research questions, and interview questions

Phase	Construct	Definition	Research questions	Interview questions
1. Enactment (creation of a new reality)	Proactiveness	To be able: 1. To see challenges and problems coming 2. To plan for dealing with future problems; 3. Taking advantage of opportunities; having many ideas, if one idea can not come true, they have alternative ideas	RQ1: How EN-LEA	1. What do you think of your future job?
				2. What is your vision for your future job?
				3. Where does the idea come from?
				4. How did you plan to achieve the vision?
				5. How much do you think the vision worth your efforts?
				6. How hard do you think is to start up a job?
	Innovativeness	1. Recognizing the problems/ needs/ opportunities 2. Developing novel and useful ideas, 3. Developing various creative solutions for the problems	RQ1: How EN-LEA develops?	7. How about if you face any problem/failure? What kind of challenges do you think you will face?
				8. How did you plan to face the challenges and remove the obstacles? How about trying a new venture?
				9. Probing questions.....
				RQ2: EEPs role?
				1. How EEPs made you aware of the challenges you will face in you future career path?
				2. How do you think EEPs helped you to develop your vision?
3. How EEPs supported you to make your vision true?				
Risk taking	1. Willing to experience new ways; 2. Facing the uncertainty and challenges, 3. Accepting the responsibility of failure	RQ1: How EN-LEA develops?	Probing questions	
			1. How do think of new opportunities?	
			2. How are you comfortable to challenge the traditional way of doing things?	
			3. How much do you challenge yourself to think of new and better ways of doing things?	
			4. Probing questions.....	
			RQ2: EEPs role?	
1. How do you think EEPs helped you to develop your innovativeness?				
2. Probing questions....				
Risk taking	1. Willing to experience new ways; 2. Facing the uncertainty and challenges, 3. Accepting the responsibility of failure	RQ1: How EN-LEA develops?	1. How much you are interested to explore new things?	
			2. How much do you enjoy the excitement of trying new ways of doing things?	
			3. Probing questions....	
			RQ2: EEPs role?	
			1. How EEPs provided opportunities for you to experience new things?	
			2. How EEPs activities are challenging?	
3. Probing questions				

Example

Example: Interview Questions Study of Married Couples

- 1. When and how did you first meet.....? [name of spouse or cohabitee]
 - 2. How did it go between you at first?
 - 3. When and where did you first live together?
 - 4. When did you get married?
 - 5. How is being married to.....?
 - 6. Do you have or are you planning to have children?
 - 7. How do you get along with her/his family?
 - 8. How about her/his friends?
 - 9. When you think about the future, how does it look?
 - 10. Is there anything else you would like to add?
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Types of Interviews

- As a continuum, interviews are:
 - highly structured at one end
 - semi-structured at the middle
 - unstructured at the other end



Questions to Avoid

- Multiple questions (double barrel)
- Leading questions
 - Isn't it true that...
- Yes-or-no questions (if they are asked without any intention of follow-up)



Phases in Conducting the Interview

- Selection of individuals--depends on the research questions
- Making arrangements--place, time, etc.
- Interviewer-respondent relationships and interactions--centered on trust (responsibility to other researchers; ethics)



Phases in Conducting the Interview

■ Actual interview

- ❑ start (small talk, assurance of confidentiality, purpose of interview/research); permission to record)
- ❑ main part (conduct the interview; check with respondents if it's ok to go on)
- ❑ end (thank the respondent; always leave the possibility that you might need to follow-up)





Focus Group Discussion – What is it?

- Special type of group in terms of purpose, size, composition, and procedures
- Typically composed of 4 to 12 participants who are unfamiliar with each other
- They have certain characteristics in common that relate to the topic



Characteristics of FGDs

FGs involve people:

- Must be small enough for participation
 - 'Safety' issues
- Should avoid diversity if it will limit participation by certain respondents
 - 'Power' issues
- When whispering occurs, it is a signal that the group is too big



Characteristics of FGDs

FG is a data collection procedure:

- The purpose of other group interactions usually to reach consensus, provide recommendations, or make decisions among alternatives
- FG pays attention to the perception feelings, and manners of thinking and has a rather narrow purpose
- Not intended to develop consensus



Characteristics of FGDs

- Researcher creates a permissive environment that nurtures different perceptions and points of view without pressuring participants to vote, plan, or reach consensus
- Group discussion is conducted several times with similar types of participants
- Systematic analysis provides clues and insights as to how a product, service, or opportunity is perceived



Observation

- Systematic description of events behaviors, and artifacts
- Forms
 - Focused
 - Unstructured



Observation

- Continuum of observation
 - Complete participant
 - Complete observer
- It is impossible to record everything
- Observation checklist



Observation

- Roots in ethnographic research
- Understand perspectives of study populations
- Research in natural setting/own environment
- Insider and outsider at the same time (?)



Observation – Field Notes

- Careful and objective notes of what we see and hear (informants' accounts) and (observation)
- Understanding of physical, social, cultural and economic contexts (culture)

Sample Expanded Field Notes

Archival #: CCP001
Site: Capital City Hospital
Data collector: Anna S.
Typist: Brian L.
Date: 14-6-04
Start: 08:00 a.m.
End: 10:15 a.m.

When we arrived, we went first to the antenatal clinic where several xxxxxxxx projects are located, including xxxx, xxx, and the xxxxxxxx study. The projects occupy rooms on three sides of the large waiting area, which was largely empty. When we arrived there were seven women in the main waiting area, listening to a nurse give a health talk. A few more women arrived as the talk progressed.

We were met by Mrs. xxxxxxxx, the head nurse, and introduced to several of the other study nurses.

There is a small waiting area off the main waiting area for the xxx project, which includes a recently acquired TV/VCR. This was playing when we arrived, and there were a number of women gathered around watching throughout our visit. They have two HIV videos which the staff said are very popular and that the women will stay after their study visits to watch.

Monday and Friday are general antenatal clinic days at the hospital and are therefore busier. Tuesday morning is for high-risk clients and the afternoon is a teen pregnancy clinic. On Wednesday clients return for test results. It was unclear to me what happens on Thursday.

Women are tested for STIs, and treatment is provided to both women and their partners; however, men are usually shy about coming to the clinic because it is all women. The nurses prefer to have the partners come to XXX so they can make sure they are treated. The STI clinic has a long wait and is crowded ...

Disadvantages

- Time consuming
- Difficulty to document everything (memory)
- Subjective exercise (reduce personal bias) = reporting or describing (objective) versus interpreting (less objective)



Observation - ethical guidelines

- Disclosure (identity)
- Your commitment to confidentiality
- Personal commitment to identity protection
- Informal versus formal relationships (researcher and informant)
- Public dissemination and publications



Awak tahu perkara ni serius,
bukan main-main



Observation - Logistics

- Observing without affecting their behaviors – time and trust
- Developing relationships with informants and gatekeepers
- ‘A fly on the wall’
- Participate to create the natural mood/situation
- Interacting at their convenience (place & time)



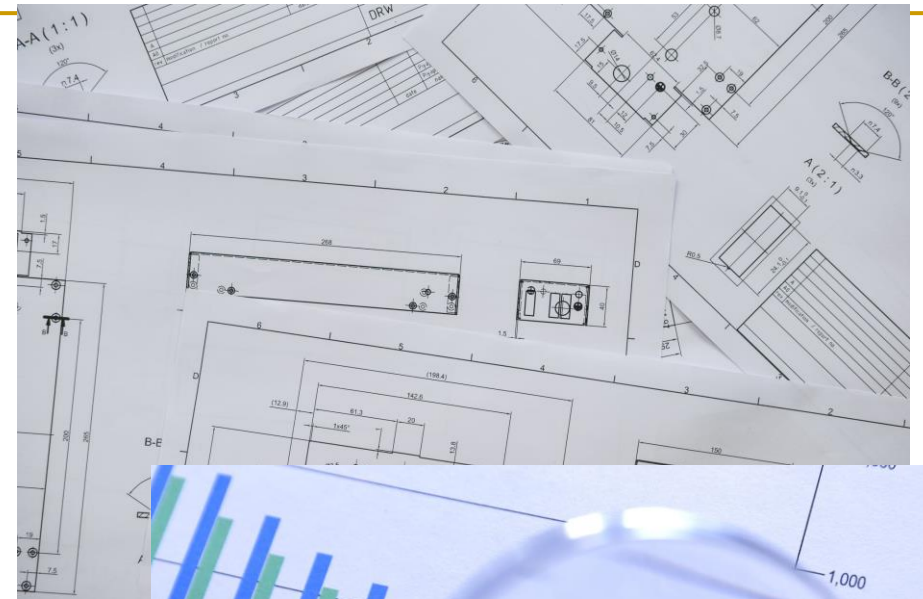
How do I expand my notes?

- Expand includes
 - ❑ Scheduling time
 - ❑ From describing to interpreting
 - ❑ Shorthand into sentences
 - ❑ Compose a narrative from shorthand and key words
 - ❑ Questions for follow up
 - ❑ Reviewing your expanded notes



Documents

- Range of written and symbolic records
- In existent prior to and during the investigation



Documents may include:

- Historical accounts
- Journalistic accounts
- Works of art
- Photographs
- Memos
- Accreditation records
- Television transcripts
- Newspapers
- Brochures
- Meeting agendas
- Budget/accounting statements
- Notes from teachers/students
- Speeches
- Social media feeds
- Online content/websites



Artifacts

- Give insight into the culture's
 - Technology
 - Social interaction
 - Physical environment
- Artifacts can be any physical evidence



Recording Data

- Try to use most accurate method
 - Digital recorder/handphone
 - Taking notes

observations	interview notes

Your questions....
