

Qualitative Research Design in the Age of Choice



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Agenda

Time	Activity
8:00–8:10	Workshop Introduction, Learning Objectives, Plan for the Session
8:10-8: 25	Brief introductions at your table. New qualitative techniques you have used or seen others use and the specific application. Report out to full group.
8:25 – 8:35	Classic Qualitative Techniques: The Focus Group, Depth Interview
8:35 – 9:30	New Qualitative: Surveying the Range of Choices
9:30 – 9:45	Break
9:45 – 10:00	How to Choose: Clients, Objectives, Practical Considerations, Hunches
10:00 -10:20	Design Exercise/Research Scenarios
10:20 - 10:40	Full Group Discussion: Designing for the Scenarios
10:40 – 10:50	Putting it All Together: Hybrid Design Examples
10:50 - 11:00	Workshop Evaluation

Introduction

- Technological advancements provide a platform for a wide variety of new qualitative research techniques
- Sometimes called *Qualitative 2.0*, *New Qualitative* or *Digital Qualitative*, these new techniques are powerful when appropriately applied and carefully implemented
- This interactive workshop provides an inventory of qualitative research techniques, from the traditional focus group and depth interview to the newest technology-enabled mobile methods

Learning Objectives

- Understand the range of qualitative techniques currently available
- Identify both when and why to use specific qualitative techniques
- Understand the advantages and disadvantages of qualitative methods that span the spectrum from classic to experimental
- Learn to create hybrid designs to merge the intensity of traditional face-to-face techniques with the reach and immediacy of digital qualitative approaches

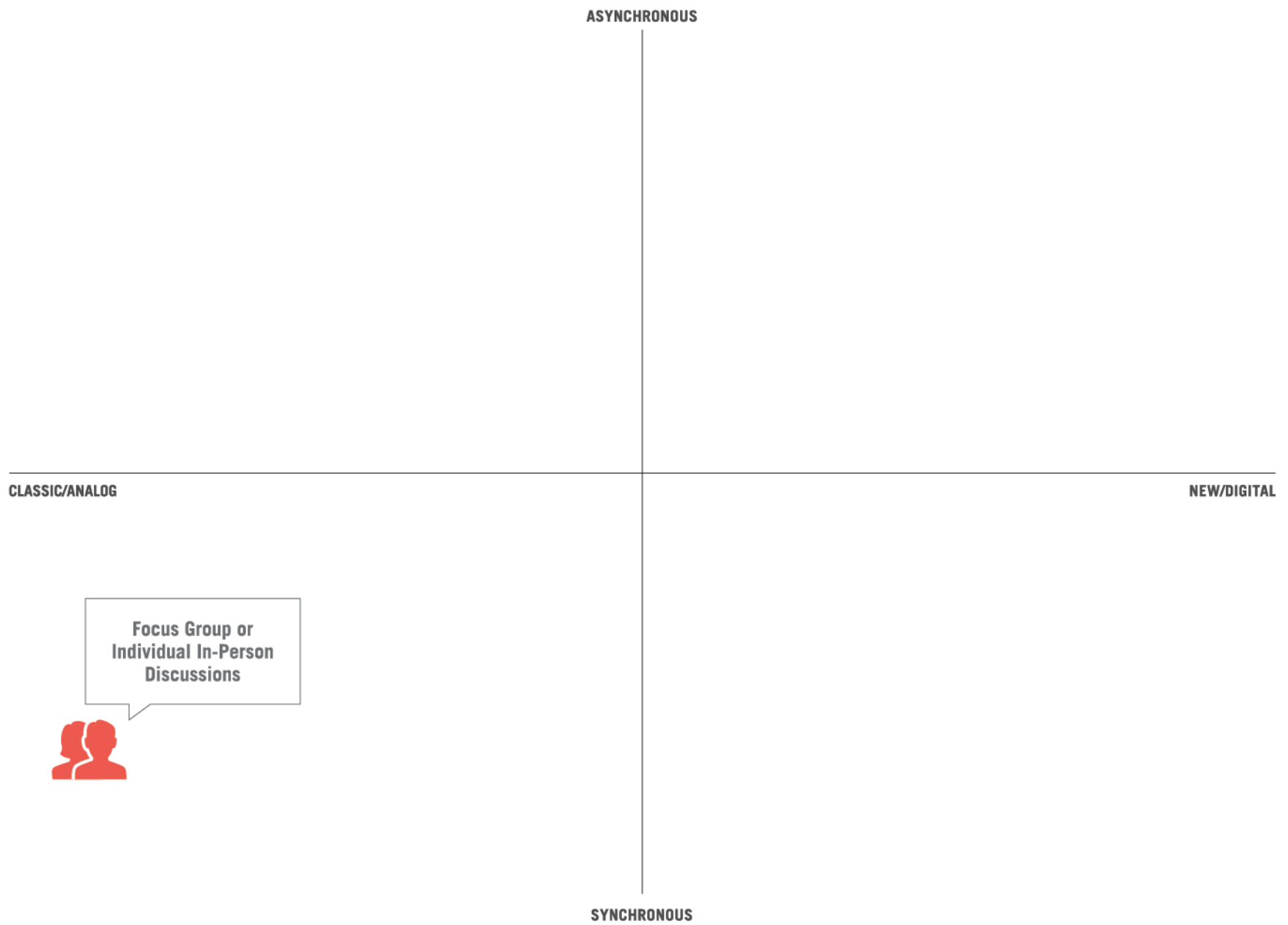
Participant Introductions

Experience with New Qualitative

At your table, choose a moderator/reporter/timekeeper.

- Introduce yourself
- Current role
- History or experience with qualitative in general and new qualitative specifically
- At least one new qualitative technique you have used or seen used
- Application of new technique. Did it work?
- Be ready to report out to full group.

Classic and New: Surveying the Range of Choices



Focus or Individual In-Person Discussion



The traditional focus group or depth interview

A focus group is a series of discussions intended to collect participants' perceptions, set in a “permissive, nonthreatening environment.” (Krueger, 2000)

Key Features

- Carefully planned, professionally moderated
- Recording or other form of data collection
- Homogenous participants



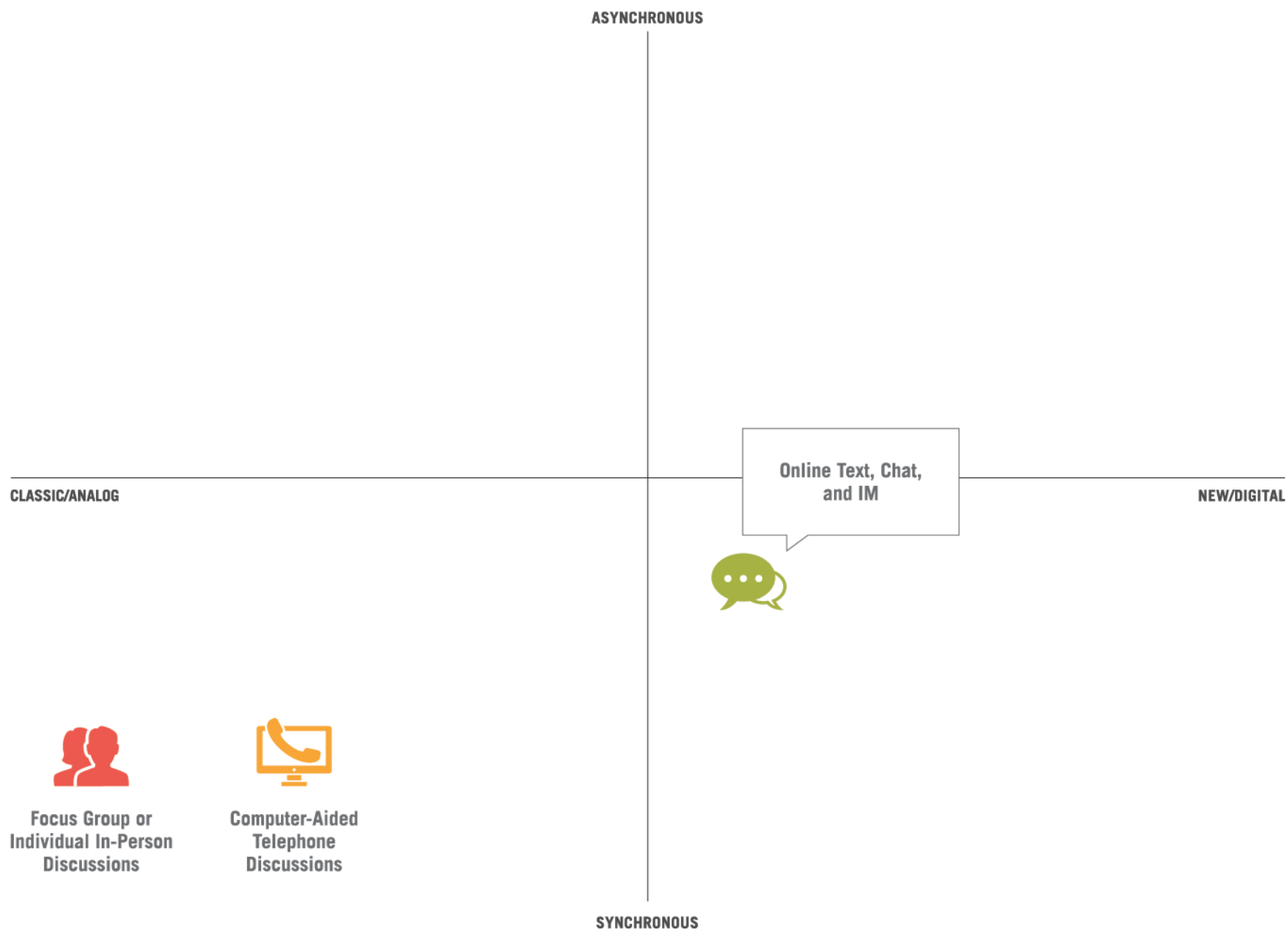
Computer-Aided Telephone Discussions



Same as traditional focus group but done via the phone

Key Features

- Moderator uses software to be able to “see” who is talking
- Often can do private chat, polling or use electronic white-board
- Can be done with or without web cameras



Online Text, Chat, and IM



Using Instant messaging or texting, participants use a key board to communicate response to questions or other participants comments in real time

Key Features

- Real time (synchronous)
- Can be open or blinded
- Recently, more common to add chat on to other techniques, like using as part of a Telephone Focus Group



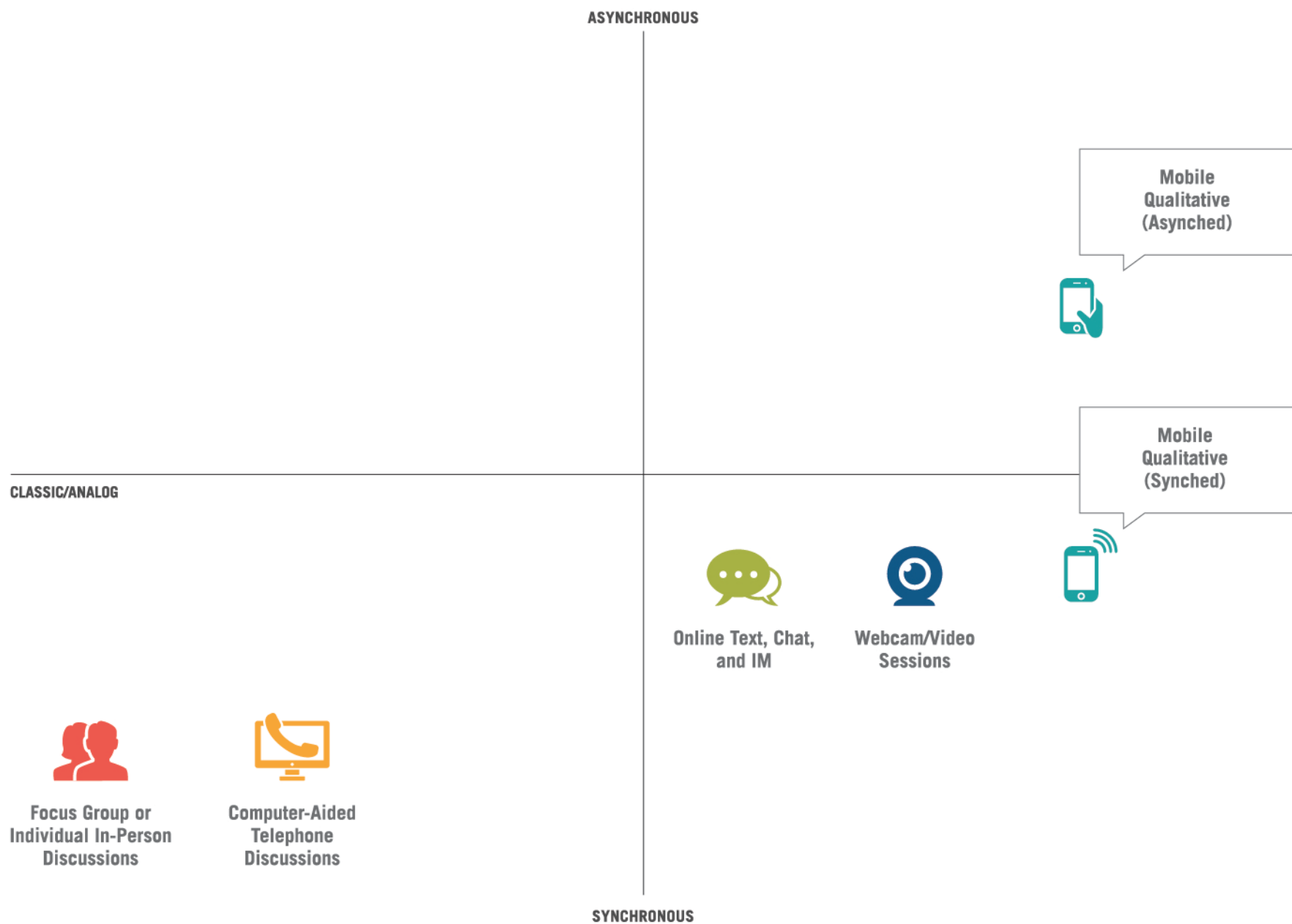
Webcam/Video Sessions



Same characteristics as a traditional focus group or telephone focus group, but web cams used to see facial expressions in synch with verbal

Key Features

- All participants can see all other participants
- Full motion video
- Synched audio





Mobile Qualitative (Synched)

Many different applications, using smart phones or tablets

Examples

- Use texting, IM or email to communicate questions and responses
- One-on-one mobile phone discussions

Mobile Qualitative (Asynched)



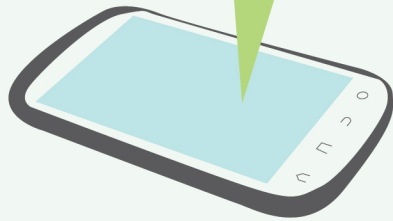
Many different applications, using smart phones or tablets

Examples

- Access mobile apps specific to research purpose
- Upload data in many forms, voice, text, photo, video recorded audio

MOBILE FACTS

THE AVERAGE PERSON
LOOKS AT THEIR PHONE
150 TIMES A DAY¹



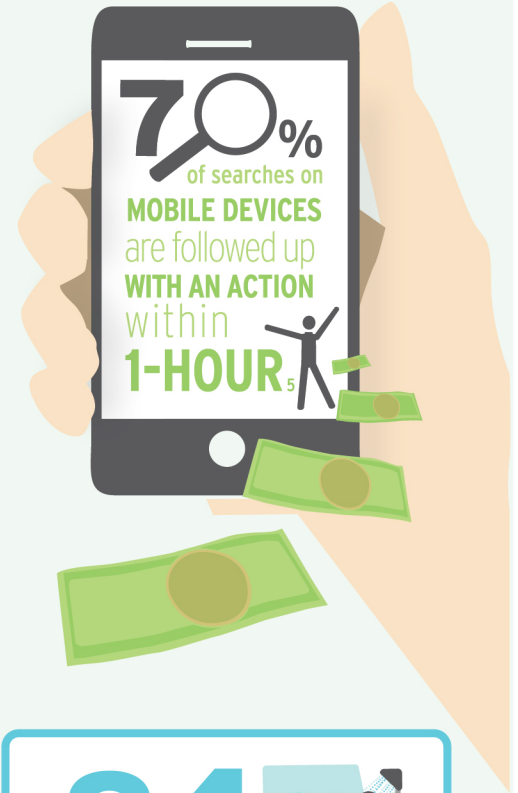
50% of people say
say that even if
they like a business
they will use them
less often
if the website
isn't mobile
friendly³



36% OF ALL EMAILS
were opened on a mobile device
A THIRTY-TWO PERCENT
increase over the second
HALF OF 2011⁷



70%
of searches on
MOBILE DEVICES
are followed up
WITH AN ACTION
within
1-HOUR⁵



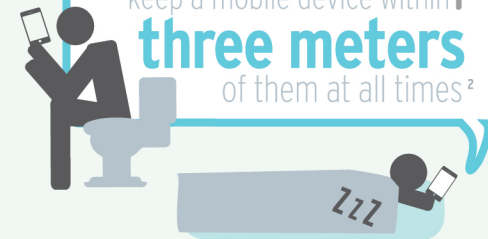
79%
OF PEOPLE WHO
DON'T LIKE
WHAT THEY FIND
ON A WEBSITE WILL
CONTINUE LOOKING
ON OTHER SITES⁶



96% of **ALL CLICKS** appear
on page 1 of **SERPs**⁴

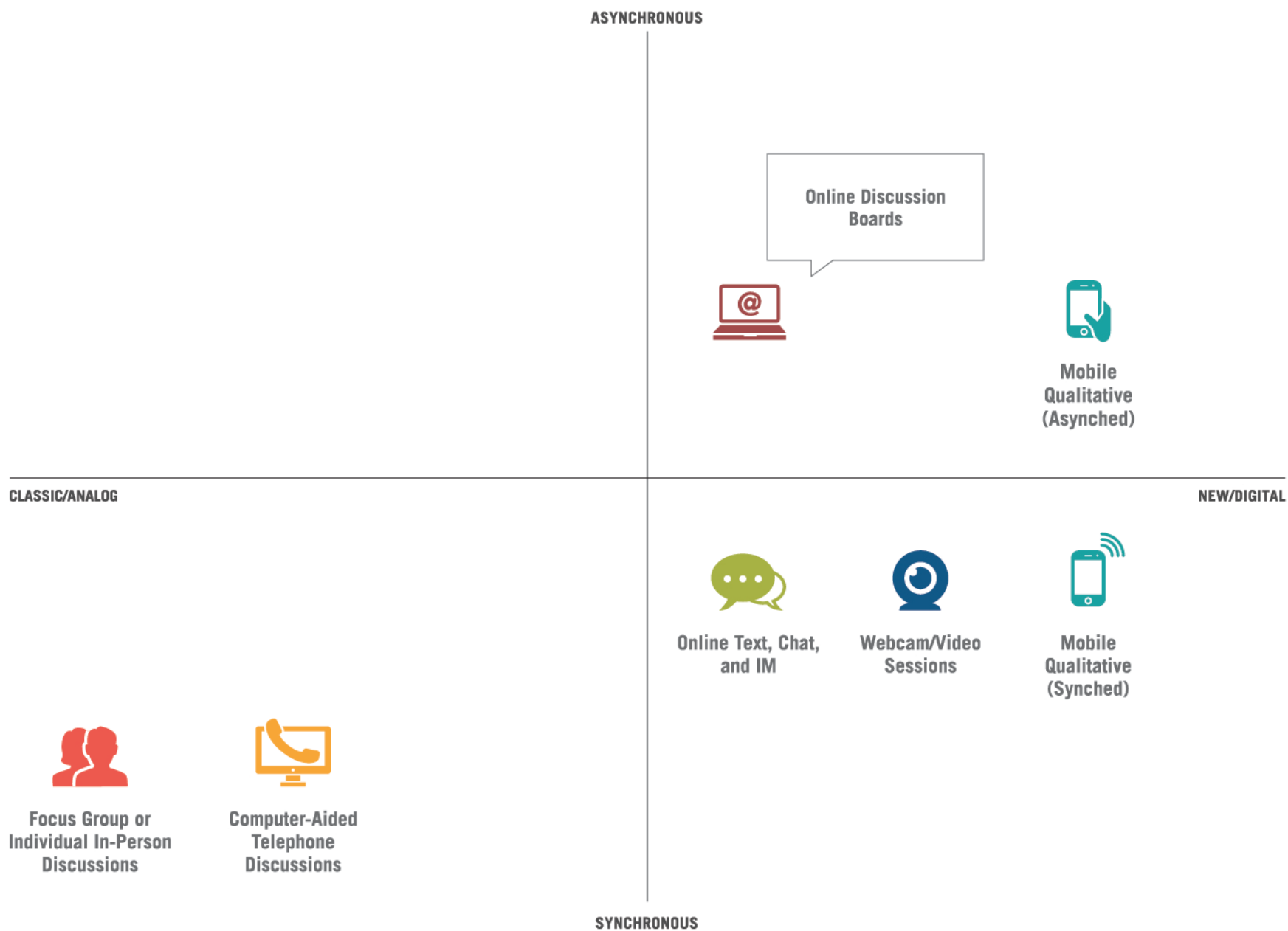


84%
keep a mobile device within
three meters
of them at all times²



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1, 2 Forrester Research World Online Population Forecast, 2012 to 2017 (Global); Forrester Research World Mobile Adoption Forecast, 2011 to 2016 (Global). 3 What Users Want Most From Mobile Sites Today, Google, Sterling Research, SmithGeiger, 2012. 4 Click Distribution & Percentages by SERP Rank, AgentSEO, 2010. 5 Bing, reposted by Milestone Insights's PPC Trends of 2012. 6 What Users Want Most From Mobile Sites Today, Google/Sterling Research/SmithGeiger, 2012. 7 First Half of 2012 Mobile Email Opens Report, Knotice, 2012.



Online Discussion Boards



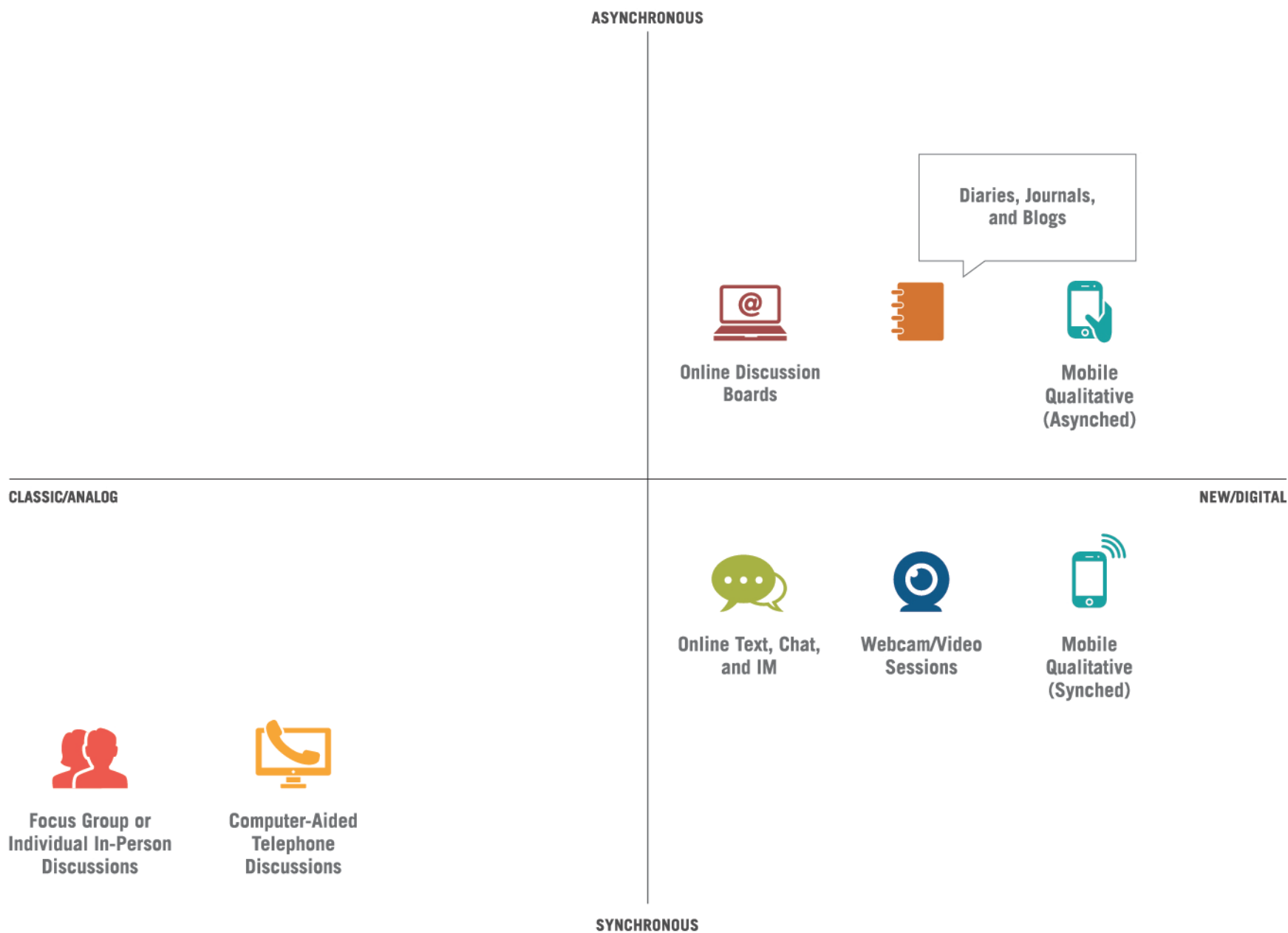
Sometimes called forums or bulletin board focus groups

Key Features

- Asynchronous
- Participants typically log into discussion software once or more per day
- Sessions usually three to seven days
- Moderator prepares core questions before hand, also can probe for more feedback from one specific or all participants

Options

- One-on-one mode –participant communicates only with moderators
- Masked mode –participants must post their own comments before seeing others
- Group mode – all participants can see threaded discussions, usually organized around topics or questions



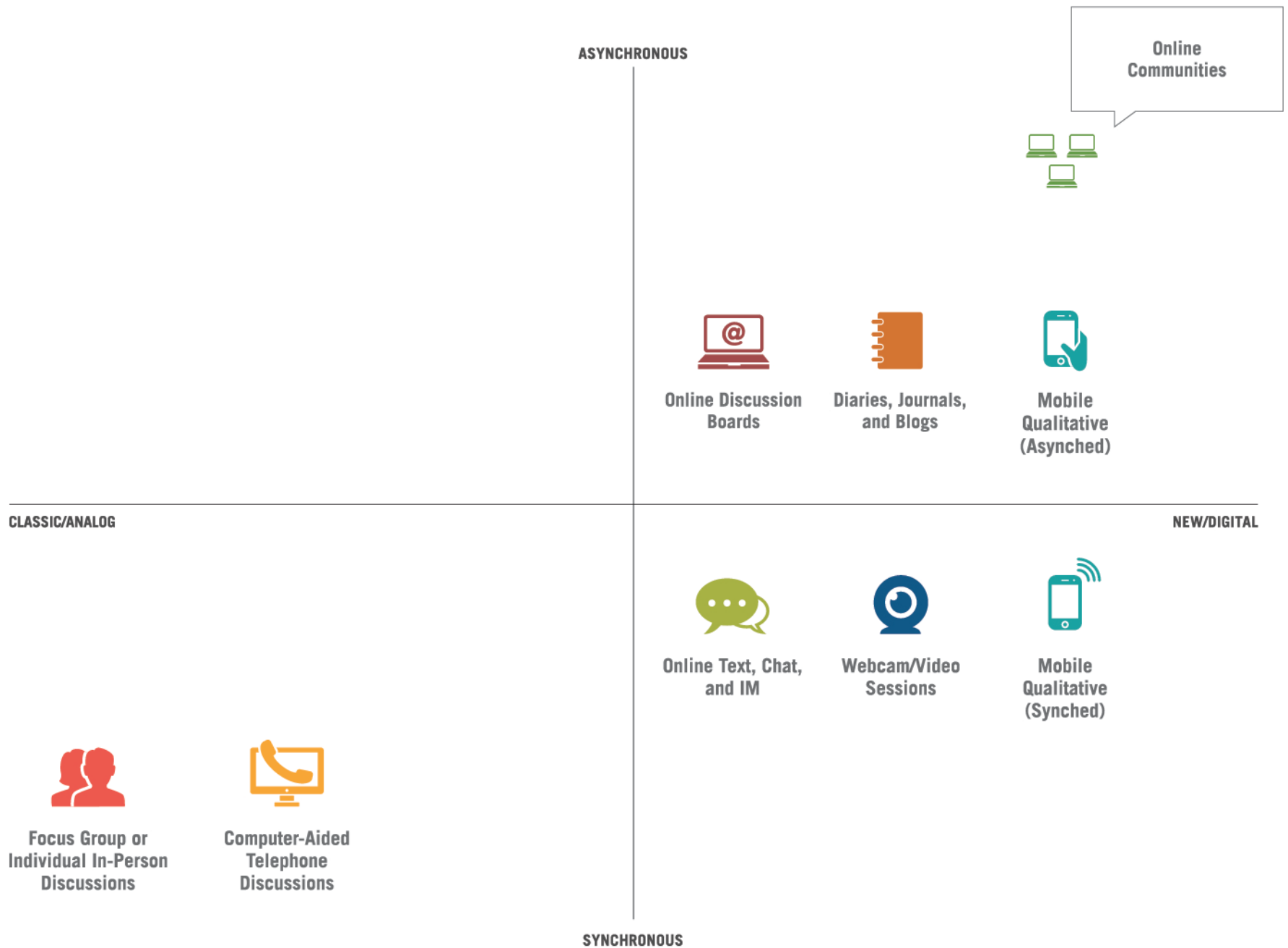
Diaries, Journals, Blogs



Using communication technology, pre-recruited participants are asked to provide detailed *chronologies* of their experience usually over a longer period of time than a typical discussion session.

Key Features:

- Can include photos, video, audio recordings or just text
- Options of how to communicate are often left to the participant
- Usually tasks are done at the request of the researcher
- Distinguished from naturally occurring blogs or other types of online posts



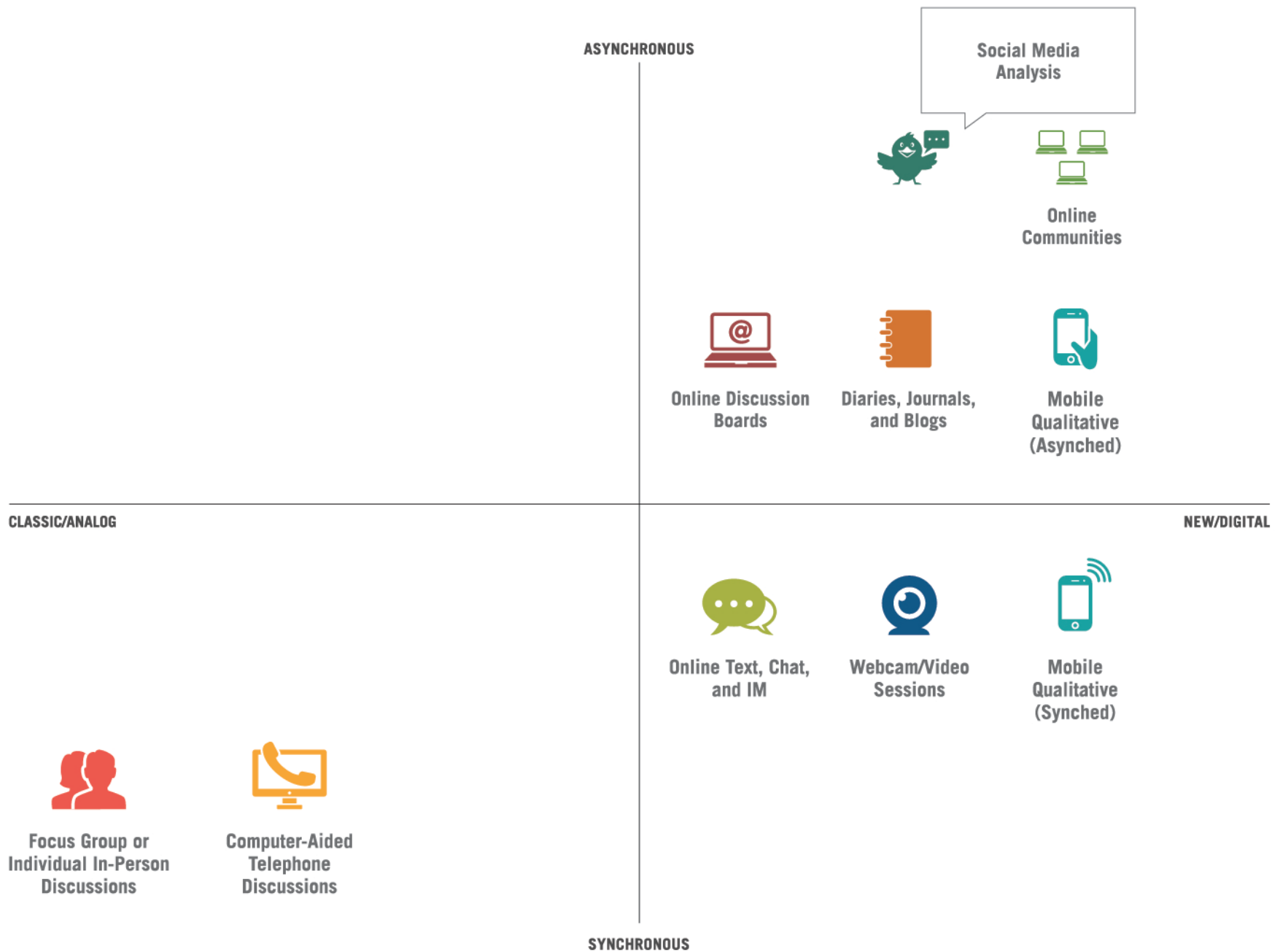
Online Communities



Usually larger groups of individuals with some homogenous characteristic (brand fans, disease state, creative/articulate, etc.) are recruited and kept together over weeks or months, who participate in multiple activities from online discussion boards through telephone sessions or even contests or “homework” assignments

Key Features

- Larger group of like-minded individuals
- High start-up costs, but efficient over time
- Ability to deeply engage because of length of time



SOCIAL MEDIA FACTS



OF CONSUMERS USE SOCIAL NETWORKING SITES TO SEARCH FOR LOCAL BUSINESSES.¹



OF SOCIAL MEDIA PARTICIPANTS SAY THEY ARE MORE LIKELY TO PURCHASE FROM A BRAND THEY FOLLOW ONLINE.²



23%

OF BRAND MARKETERS ARE DEVELOPING SOCIAL MEDIA STRATEGIES, BUT ARE STILL STRUGGLING TO EXECUTE.³

SOCIAL NETWORKS & BLOGS NOW ACCOUNT FOR NEARLY A QUARTER OF THE TOTAL TIME AMERICANS SPEND ONLINE.⁴



OF LOCAL SEARCHERS ON SOCIAL MEDIA ARE MORE LIKELY TO USE A BUSINESS WITH INFO ON A SOCIAL MEDIA SITE.⁵



OF LOCAL SEARCHES SAY THEY USE facebook TO FIND LOCAL BUSINESSES ONLINE.⁶

Balihoo
Local Marketing. Automated.

1. 2012 Local Search Usage Study, comScore and Localeze, 2012.; 2 The Socialisation of Brands, Social Media Tracker, Universal McCann, 2010 3. Variance in the Social Brand Experience, CMO Council, 2011. 4. State of the Media: The Social Media Report, Neilsen, 2011. 5. 6. 2012 Local Search Usage Study, comScore and Localeze, 2012.

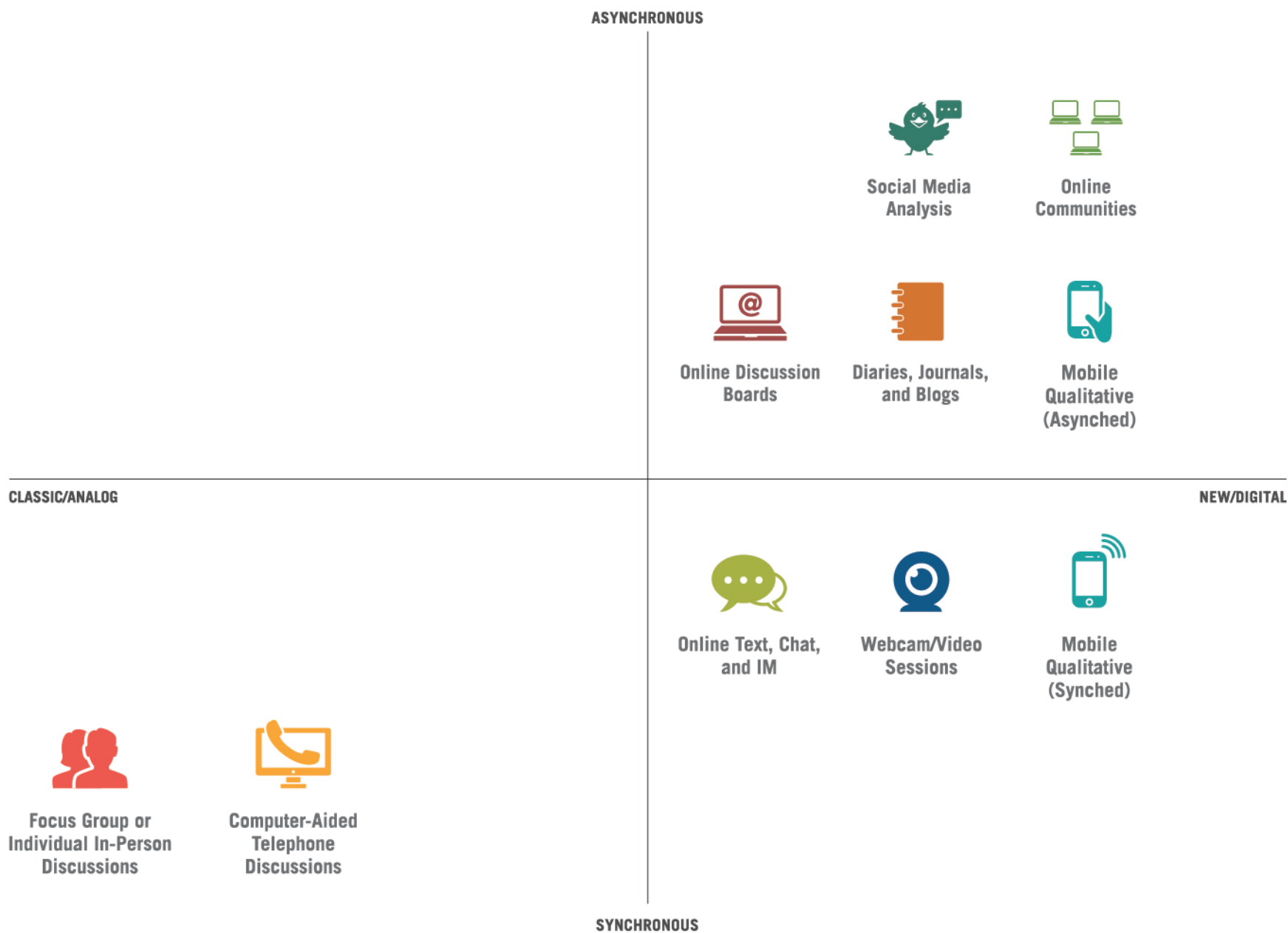
Social Media Analysis



Usually, secondary analysis of text, photos, images and/or video as posted (without pre-recruitment) on sites like Facebook, Twitter, LinkedIn or other social media

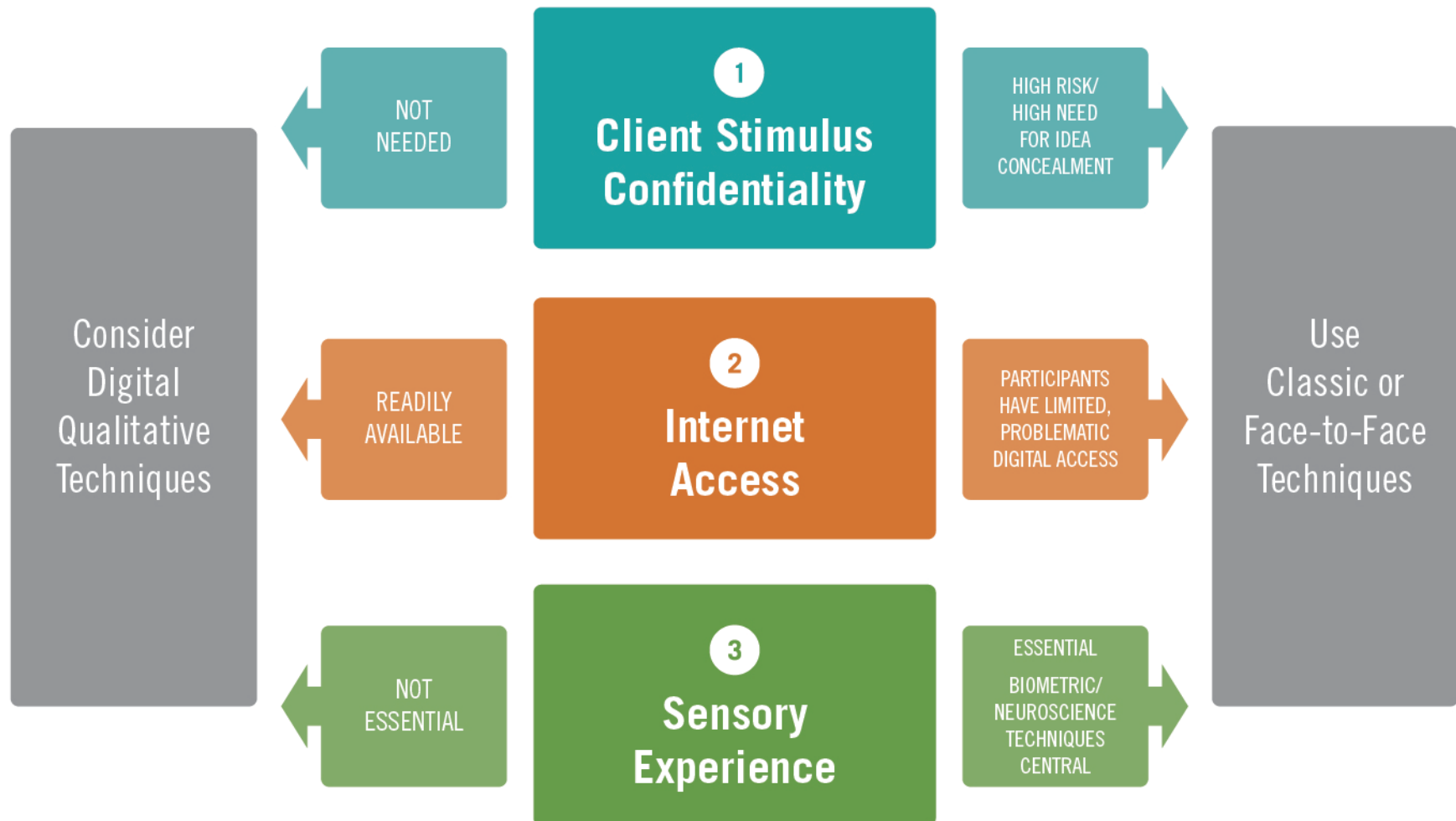
Key Features

- Content provided organically
- Natural environment in contrast to “artificial” nature of focus groups
- Can analyze large amounts of data from thousands or even millions of posters
- Often some form of textual analysis is used; the “tag cloud” or “Wordle” at the simplest level or more sophisticated coding and analysis. Can become “quantitative.”



Discussion Tree:

First Three Considerations about Choice of Qualitative Methods



Your Turn

- Each table will choose a research problem/scenario from the four provided
- As a team, consider your new qualitative options
- Select among qualitative techniques or build a hybrid design
- Provide rationale for your technique selection
- Consider potential implementation challenges
- In 20 minutes, be ready to report out

Four Research Scenarios

1. Youth Drowning Prevention
2. LGBT Youth Violence and Suicide Prevention
3. Assessing Community Gardening as a Youth Obesity Intervention
4. Understanding Massive Open Online Courses (MOOC) and Impact on *Our Big State University*

Hybrid Design Examples

- Telephone focus group with polling (quantitative) and private chat
- Online boards with a follow-up telephone focus group
- Textual analysis of a social media site (time delimited) with pre-recruited online board of same topic
- Integration of images selected or taken as part of homework into any type of group discussion session
- Traditional focus group conducted simultaneously with online board using the same or unique participants

Resources to Learn More

- This site has a good overview of techniques as well links to platforms and providers: <http://www.newqualitative.org/> (Special thanks to Jay Zaltzman and Betsy Leichliter for their foundational work on New Qualitative)
- Look to marketing research sites for tools than can be easily adapted to evaluation settings
- Attend promotional webinars offered by leading platform providers that explain nuts and bolts of various techniques
- Experiment. Cost of entry is very low, so doing pro bono work to become familiar with a technique is a good approach
- Integrate a new technique(s) with a tried and true approach to gain comfort and experience

Closing Questions and Thoughts

- Can qualitative data be digitized?
 - If so, is it really still qualitative?
 - Digital Qualitative = Oxymoron?
- How is digitization of qualitative data challenging the historic qualitative/quantitative schism?
- How will advances in neuroscience, face recognition technology and biometric techniques affect traditional qualitative evaluation?
- As evaluators, how can we keep up?

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