

February 16, 2022

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Generating Qualitative Data



Agenda

- Check in
- Discussion of assigned readings
- Lecture
- Small group work



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To whom are you
dedicating this
work?



Generating Qualitative Data

Interview Process:

- Informed consent process
- What tone do I want to set and how will I establish rapport?
- Where do I conduct the interview, how many, and for how long?
- How do I capture what people say?
- Will I incorporate member checking or member reflections?

Transcription Process:

- An intimate process that deepens your connection to the data
- You gain analytic momentum while transcribing data - jot down nascent interpretations as you transcribe
- Transcribing is time consuming, physically demanding, and a political act of representation

Anatomy of an Interview Guide

Throw away questions (not officially on your interview guide)

- It's good to see you. Did you have any trouble finding this place?

Descriptive questions (warm-up)

- Can you talk to me about X? Tell me what happened. Describe how you felt.

Experience/example questions (warm up)

- You mentioned X, can you give me an example or two?

Structural/paradigmatic questions (middle of interview)

- What would you describe the main causes of X?

Comparison/contrast questions (middle to end of interview)

- What are some of the differences between X and Y? Can you describe a few for me?

Follow up questions (probe, follow up)

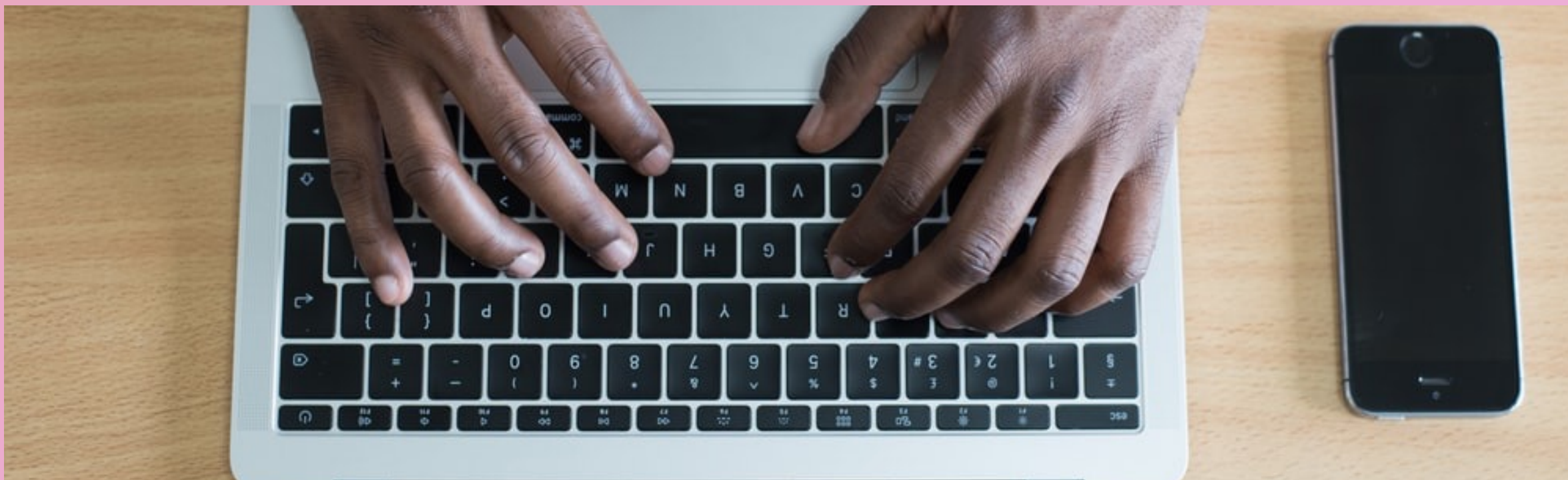
- Tell me more about X

Simple clarification questions (prob, follow up)

- You mentioned X a few times. Can you clarify what that means to you?

Anatomy of an Interview Guide

- (1) Start with a “grand tour” question... then questions about feelings, beliefs, experiences, opinions, behavioral... end with thanking the participant.
- (2) Save challenging questions for the middle of the interview
- (3) Is there anything that I missed that you would like to add? (closing)... always thank the participant for their time.



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Politics of Transcription

“Research exists in a Euro-American linguistic prison.”

Questions about digital tools for generating qualitative data?



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Class Activity

In small groups, construct an interview guide that will enable you to elucidate necessary information to answer your research question(s). Remember to consider the anatomy of an interview guide and that your interviews should be between 30 and 45 minutes.