

FRIDAY EVENING: ANALYSING RESEARCH MATERIALS

Qualitative research is like art or craft – needs to be supported with learning by doing







RESEARCH QUESTIONS

- You were asked to develop a research question to guide your analysis of the interview text
- Try to think of other questions you could have developed – try to come up as many you can in the next 5 minutes
 - You may think of different types of question What ...? How...?
- Share your RQs with a pair/group
 - Discuss: Are they "researchable"?



RESEARCH DESIGN

- Choose two research questions with your pair/group
- Discuss the potential methodologies for the two
 - What kind of data, how it will be gathered?



University of Turku ANALYSING INTERVIEW TEXTS

Group work (A): Word and phrases

- 1st Step: Mark words and phrases that
 - occur frequently in the text
 - are central and crucial to the text in some way
 - have different meanings in the text
- 2nd Step: Draw mindmaps of your findings
 - What are the relationships between key words and phrases?
 - Which words and phrases you want to put in the middle of the map, and why?



University of Turku ANALYSING INTERVIEW TEXTS

- Group work (B): Actors and action
 - 1st Step: Mark actors and action that
 - occur frequently in the text
 - are central and crucial to the text in some way
 - have different meanings in the text
 - 2nd Step: Draw mindmaps of your findings
 - What are the relationships between key actors and actions?
 - Which action and actors you want to put in the middle of the map, and why?



University of Turku ANALYSING INTERVIEW TEXTS

- Analyse style and techniques used by the interviewer
 - Interview questions: How can you describe them?
 (What questions could have been used?)
 - Way of posing the questions: What is the style, frequency and relation of questions to the answers?
 - Roles of the interviewer and participant: How can you describe these and do they change during the interview?
 - Flow of the interview: What is the interaction like, what is the order of questions, what kind of pauses, is the participant allowed to talk freely?
- Reflect: how did it go? Need for changes?



VISUAL ANALYSIS

 https://prezi.com/9-azpbgpmzod/cocacola-advertisement-an-annotatedvisual-analysis/



VISUAL ANALYSIS EXPERIMENT

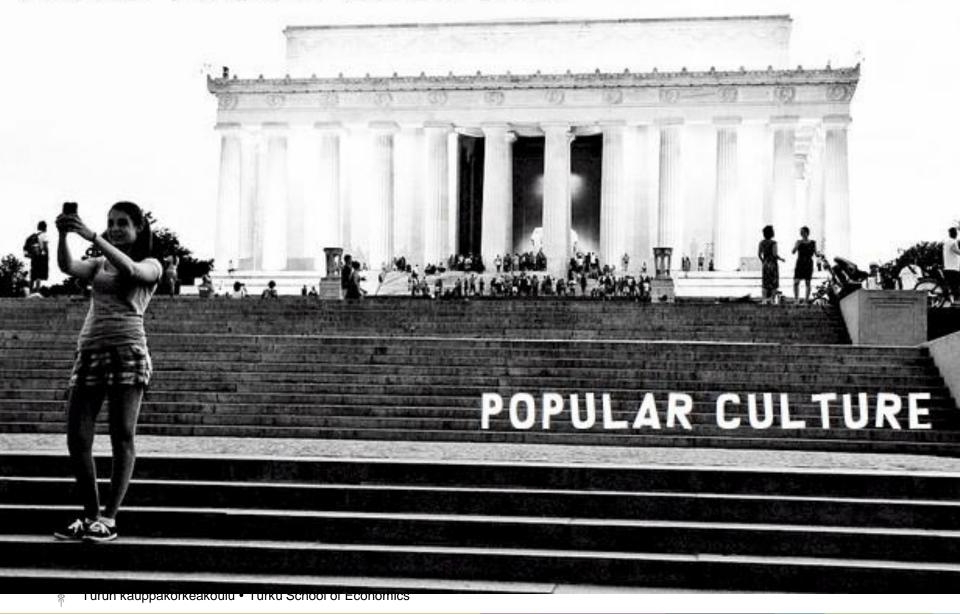
- What's going on in this picture?
- What do you see that makes you say that?
- What more can you find?







ANALYZING SELFIES





Questions that we can pose to the materials (e.g. in case of analysing selfies)

- What specific dimensions of the images make them selfies?
- Who do you suppose is the photographer's "audience"?
- Do the selfies you analyzed tell a story in some way?
- What do these images and specific examples symbolize to you?
- What does the text and tags accompanying the images tell us about the meanings the photographer intends to convey?





A HOME EXERCISE FOR TOMORROW

- Observe any everyday situation for 20-30 minutes
- Your family dinner, breakfast or gathering ...
- People in the bus / in the street / in the supermarket...



(NON-)PARTICIPANT OBSERVATION / EXERCISE

What can be observed?

- **Space**: what is the space like?, e.g. location, size, architecture, colours, smells ...
- Actors, who is involved? E.g. sex, age, status, how do they look like? How do they relate to each other?
- **Activities**, what are people doing? E.g. formal/informal meeting, break, conversations? Arguments/negotiation/making fun...
- Object: What objects and artefacts are present? Where are they?
- **Events**? What kind of events there are? Meetings, seminar? Crowded/professional/...?
- Goals: What do the people involved try to accomplish..?
- **Feelings**: What is the mood of people involved? Are they anxious, sad, energetic...?





(NON)-PARTICIPANT OBSERVATION / EXERCISE

- Observe the things and make notes
- You can take photos and make drawings from your observations
- Reflection to be discussed Saturday morning
 - What did you observe?
 - What did you find difficult/confusing/surprising?
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MOST EXERCISES FROM:

Eriksson, P. & Kovalainen, A. (2016)
 Qualitative Methods in Business
 Research, SAGE Publications Ltd.,
 London, UK, 2nd Edition.