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# **FRIDAY EVENING: ANALYSING RESEARCH MATERIALS**

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



Turun kauppakorkeakoulu • Turku School of Economics



# 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...? Why...?
- **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?



# 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?





- **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?



# 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/coca-cola-advertisement-an-annotated-visual-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



POPULAR CULTURE





- **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?
  - ...



## **MOST EXERCISES FROM:**

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