



Technology for participatory qualitative analysis

Social Research Association
Creative Methods Conference
British Library, 8th May 2015

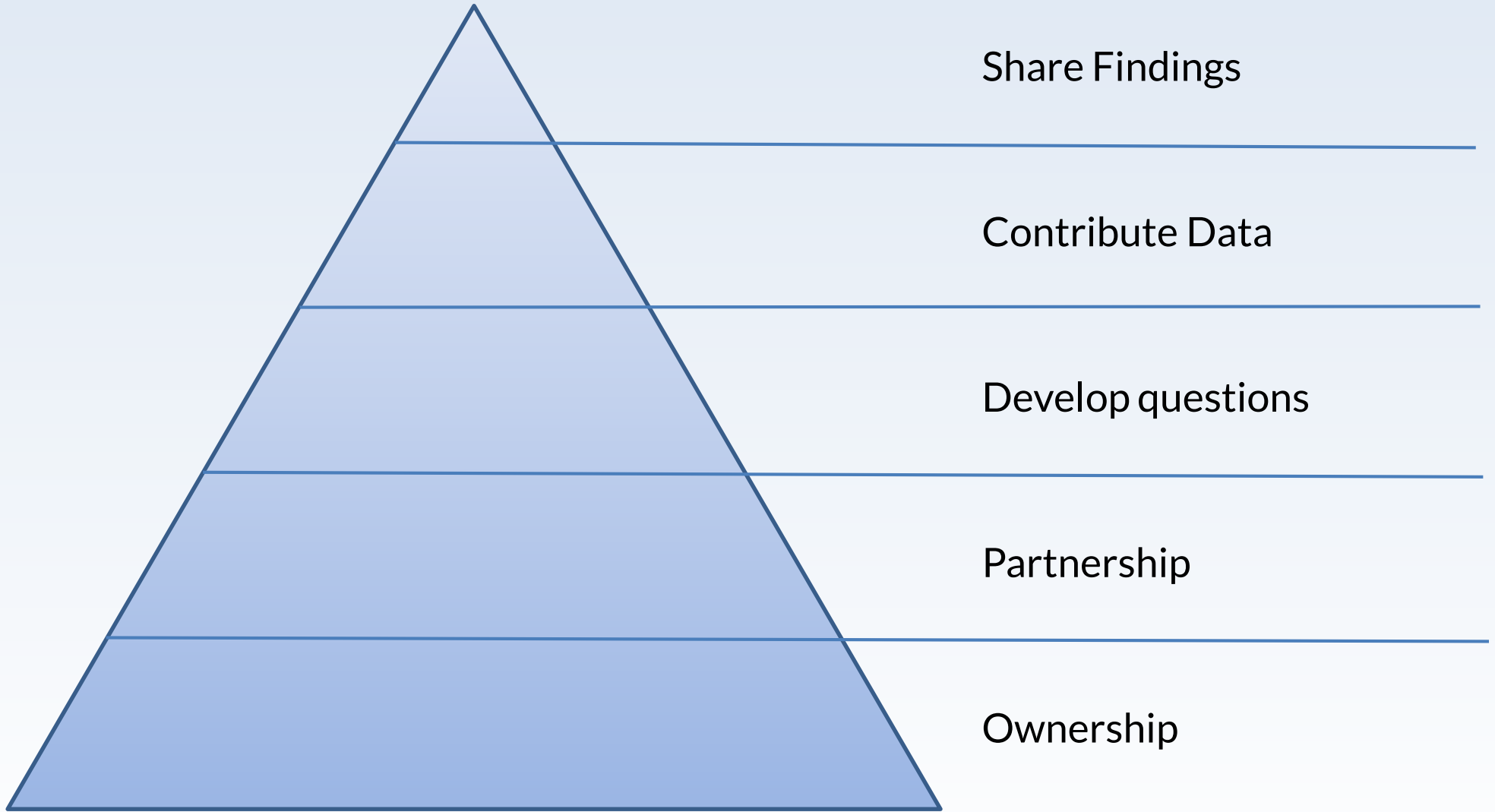
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Why participatory research?

Empowerment

Better results

Cross-sector



How to include qualitative research?

Analysis

Validation

Sharing findings

Example methods

Blank Sheet

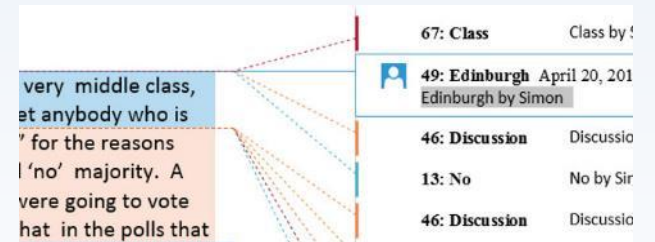
Framework creation

Grouping exercise
 Category prompts
 Emergent coding



Coding exercises

Researcher challenge
 Participant challenge
 Group challenge



Individual

Collaborative

Comparative

Can technology be a facilitator?



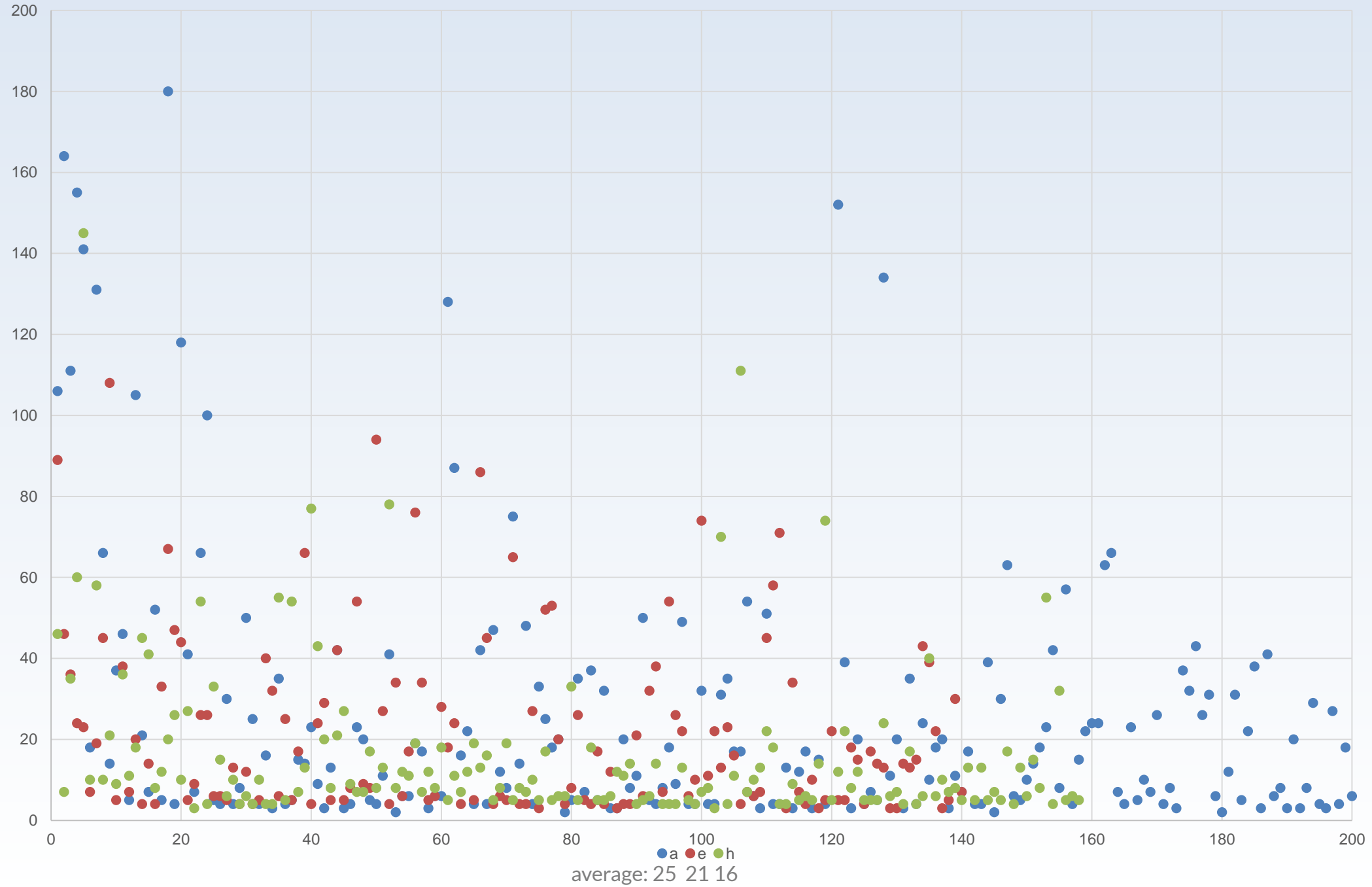
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?

Diet	Count	Text
Diet	4	but a couple of years ago I was diagnosed as being, er, gluten, or wheat? No wheat intolerant. That's right.
Healt...	3	
Toast	2	
Dislike	2	
Time	2	I did try the gluten free bread, but it was always so soggy, and not cheap either, so I gave up on that pretty quickly.
Coffee	2	
Fruit	1	
Cereal	1	
Like	1	
Diet	1	I usually have a pretty big breakfast every day.
Healt...	1	
Toast	6	
Dislike	3	
Time	2	
Coffee	0	
Fruit	4	
Cereal	4	
Like	4	

Left Query Highlights: 21 / Right Query Highlights: 35

Scottish Referendum Project
12 Semi-structured interviews
Participant analysis

Time between coding events



Quotes from participants

“ I started adding in categories, and then thinking, ooh, if I'd added that in earlier I could actually have tied it up to such-and-such comment

“ I thought that bit revealed a lot about her political beliefs, and I could feel my emotions entering into my judgement

“ Suspicion, oh yeah, that's negative trust. Love of Scotland, oh! I put anti-English feelings which is the opposite! Ours are like inverse pictures of each other's!

“ I think I'm better at... quantitative, what this is qualitative? Subjective stuff

Summary

It can work!

Addictive and engaging (for this group)

Method not as important as process?

Challenging for researcher (in a good way!)

Questions

Capacity of participants / organisations?

Potential for conflict in group sessions?

How to capture and integrate data?

When is this useful or desirable?

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Full data and summary reports available at:

www.quirkos.com/workshops/referendum