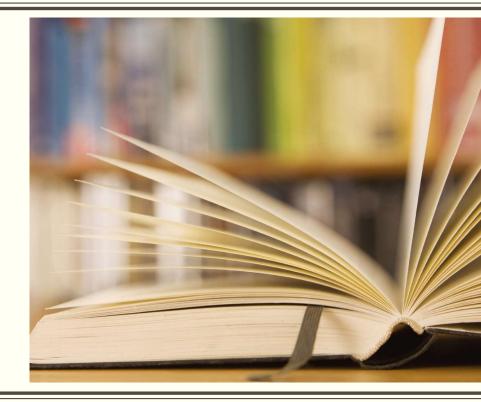
QUALITATIVE METHODS FOR GATHERING DATA

SOWK 430: Social Work Research Methods

Module 7:

Qualitative Inquiry Yanina Marti, LCSW, DSW student Ella/she/her Presenter:



Let's Review

- Provide a definition of qualitative research (foundation, characteristics).
- What is ethnography?
- •What is phenomenology?
- Provide examples of field research.
- •What is grounded theory?
- Provide examples of case studies.

Class Objectives

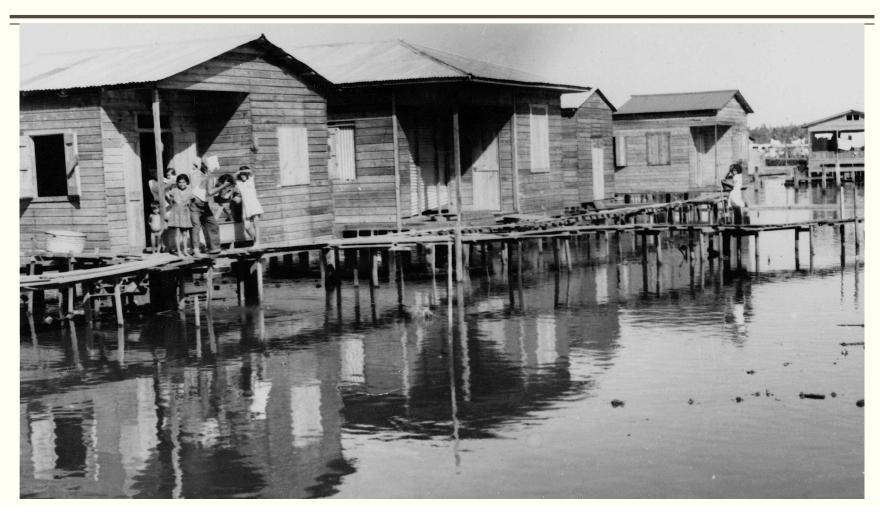
- Learn about qualitative methods for gathering data.
- Discuss the difference between participant and non-participant observation.
- Discuss the difference between structured and unstructured interviewing.
- Identify case study documents.
- Understand the use of field notes and practice completing field notes.

Qualitative Methods

- Qualitative traditions all have certain methods that are employed to both:
 - Collect data
 - Analyze data
- Don't confuse the tradition with the method! The "Methods" are:
 - Observation (Participant or Direct)
 - Interviews (Unstructured or Structured)
 - Case Studies
 - Focus Groups

Participant/Non-Participant Observation

- A method of qualitative observation where the researcher becomes a participant in the culture or context being observed
- This method often involves a time commitment
 - Months or years
 - Researcher must work to establish a connection/
 relationship with the group being studied







Participant/Non-Participant Observation:

What to observe

- The social, cultural, political, or economic context in which the behavior occurs and why it occurs
- Physical surroundings
- Other people in the setting
- The interactions among different people in the setting
- Formal and informal patterns of interaction among people
- Organization of people
- Informal or formal rules in operation



Participant/Non-Participant Observation:

What to observe II

- Recurring events
- "Down time" when things don't happen
- Sequence of events
- Differences in what happens at various times
- Ritual and Ceremonies
- Crises
- Unplanned activities



FIELD NOTES!

- Field notes are the details of the events in our research context
 - They constitute the data on which later conclusions will be based.
 - It is essential that field notes be taken "in the moment" or as soon as possible after leaving the field site. So...
- Field notes should contain:
 - Jottings: Brief words or phrases written down while at the field site; kept in a notebook and are meant to help you remember things afterward.
 - **Field Notes**: Everything you can remember about the occasion (details based on "jots").

Structured/Unstructured Interviewing

- An interviewing method that uses a pretermitted/no predetermined interview protocol wherein the interview questions emerge and evolve as the interview proceeds
- Much like a natural conversation
- Next week, you will learn about constructing questions and developing interviewing skills.

Case Study Documents

- Case notes
- Interviews
- Collateral information
- Media
- Historical records



Focus Groups

- The researcher gathers information about attitudes, opinions, and preferences of selected groups of participants
- Can be used to generate as many ideas on a topic as possible and to achieve consensus in a group
- Useful in marketing, survey development

LET'S PRACTICE!

Group

Interaction

Crowd

Presentation Feedback

THANK YOU FOR YOUR TIME!

