

Finish up with the chapter on Qualitative Research
& then brief review for final exam

Kinds of Qualitative Research

1. Qualitative interviewing
2. Focus groups
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3. Ethnography/participant observation
4. Challenges of Qualitative research...

1. Qualitative Interviewing

Questions:

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Qualitative Interviewing

Types of Interviews

- ***Semi-structured***
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- ***Unstructured***
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- ***Life History approach***
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Quantitative vs. Qualitative Interviewing

Survey (Structured) Interviews Qualitative Interviews

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2. Focus groups

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- <http://johnnyholland.org/2009/06/the-danger-of-doing-the-research-wrong/>

3. Participant observation/ethnography

- ***Ethnography*** is the more inclusive term
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- Exs.
 - Foster's research on crime in a housing complex in Britain
 - Hothschild's research on emotional labour among stewardesses

Active or Passive?

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Access

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Access

How do you access closed settings or gain entre as a covert observer?

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Ethnographic Data?

- Incredible amount of note taking and arranging takes place

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Critiques of Qualitative Research

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Qualitative Data

- Data management and interpretation is very labour intensive!
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Qualitative Data

- Unless project is very small or very simple:
 - Very unwieldy! Makes data difficult to organize, archive, access etc.
- Like with quantitative data, much software available to help
 - Ex. Nvivo, Nud*ist, Atlas-ti
 - Nvivo as an example:
 - <http://www.qsrinternational.com/what-is-qualitative-research.aspx>

- Final Exam (3 hours)
- Tuesday, December 18th, 7:00 p.m.
- LH 103

- **Chapters 1,2,3,4,5,6,7,8,9,10,11,12,13 & lectures**

- Part A: 60 multiple choice questions based on lectures/chapter readings (40% of final)

- Part B: Listing of about 40 terms (20%). 10 definitions will be provided, and you must indicate the appropriate term from the list.

- Part C will list 6 questions. You must answer 4 in as much detail as possible (40%)