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Some Alternate Qualitative Methods

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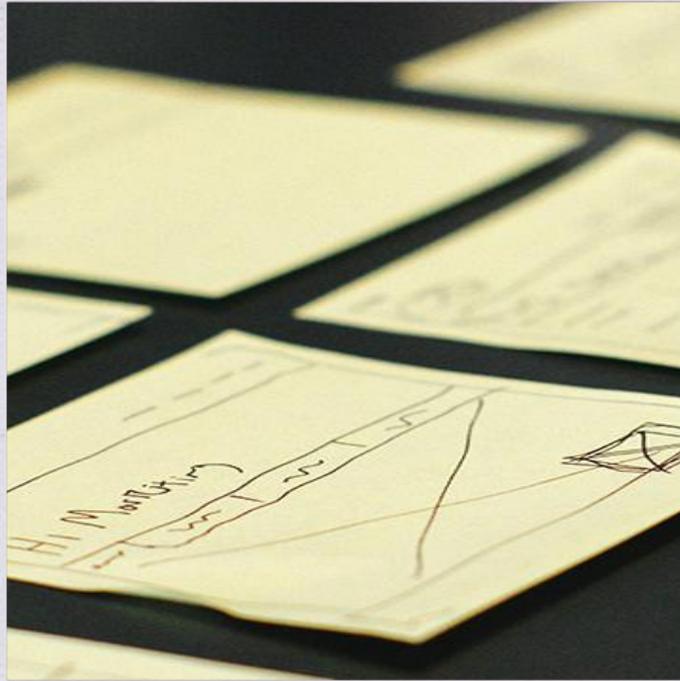


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Some alternative qualitative
methods

Free listing is one of several *structured interviewing techniques* designed to elicit systematic data about a cultural domain.

A cultural domain is an organized set of words, phrases, or sentences that jointly refer to a single concept. Domains can be as general as diseases and home remedies, or as specific as opinions about a food genre or product label.

Free listing defines the contents and the boundaries of the domain being studied, but can also provide insights on how the items in the domain are related.



Pile sorting is a method used to understand people's perceptions of and the structure inherent in a cultural domain by observing how items within the domain are grouped.

The value of the pile sort technique is that it offers a lot of information, it is fun for the informant to do requiring little effort on their part, it can be done with literate or illiterate individuals, and it opens up a deeper conversation without the formalities of an interview.



Pile Sort Analysis

x Aggregate Proximity Matrix

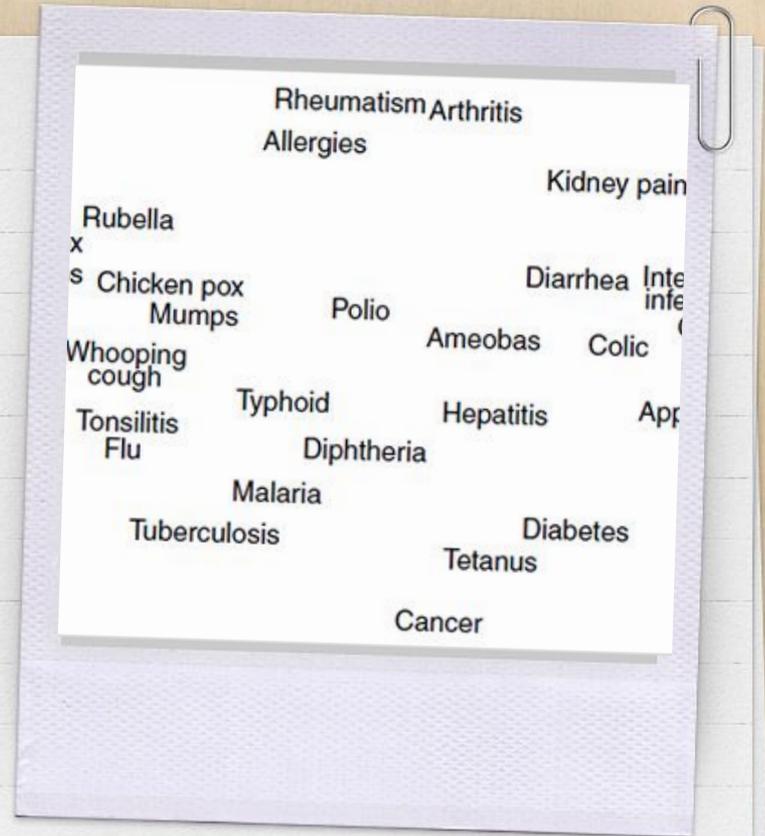
x Multivariate Analysis

Multivariate Dimensional Analysis
(MDS)

Cluster Analysis

Consensus Analysis

x Qualitative Description of Piles



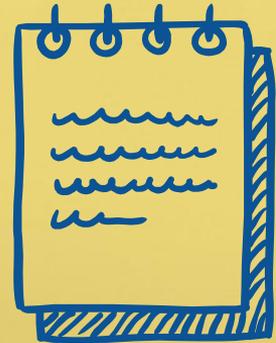
Now that we
have qualitative
data (text) what
do we do with it?

Analyzing Text Data

There is no single method for analyzing text

The **deductive approach** (or content analysis) starts with existing codes generally developed from the literature. The deductive approach establishes the existence and frequency of categories in a text.

The **inductive approach** allows ideas/themes to emerge from the text, developing a code book as the data is collected. Additional codes can be brought to the collected data from scholarly literature or other populations. Codes can be counted and frequencies determined.



Coding Interviews -- Inductive

1. Read through the interview transcript, notes, and/or archive text.
2. Highlight passages that you find interesting or important, making a note about why this it is interesting. Use a different color for each different idea.
3. Generate a set of codes or descriptions that relate to the highlighted passages.
4. Consider what you learned from the literature, are there other relevant features of the topic that were not evident in the interview? Create separate codes for these.
5. Create a complete set of codes or content categories. This is your code book. Your code book will grow as you collect more interviews.



Once all the text has been collected and coded, either:

1. get a general sense of what codes are most important, mentioned by the most people, considered the most central part of the conversation, etc; or
2. generate a frequency matrix of the codes, counting how many times each code was identified in each piece of text. For this second option, the matrix generated will have the pieces of text (e.g., individuals interviewed, blog post, newspaper article) and the codes, with a 0/1 indicating absence or presence of each code. More relevant codes occur more frequently.

The codes provide an indication of themes present. If a code is only mentioned in one or two interviews it perhaps isn't sufficient to be regarded as something important, but this depends on context. A formal data matrix can reveal exactly how frequently any code is mentioned and related codes might combine to reveal a coherent and relevant theme.

Once themes have been identified, consider how these relate to the literature and to the context generally. Now return to the original text to find **exemplary quotes** to provide evidence to support your claims.

Thanks!

Any questions?

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