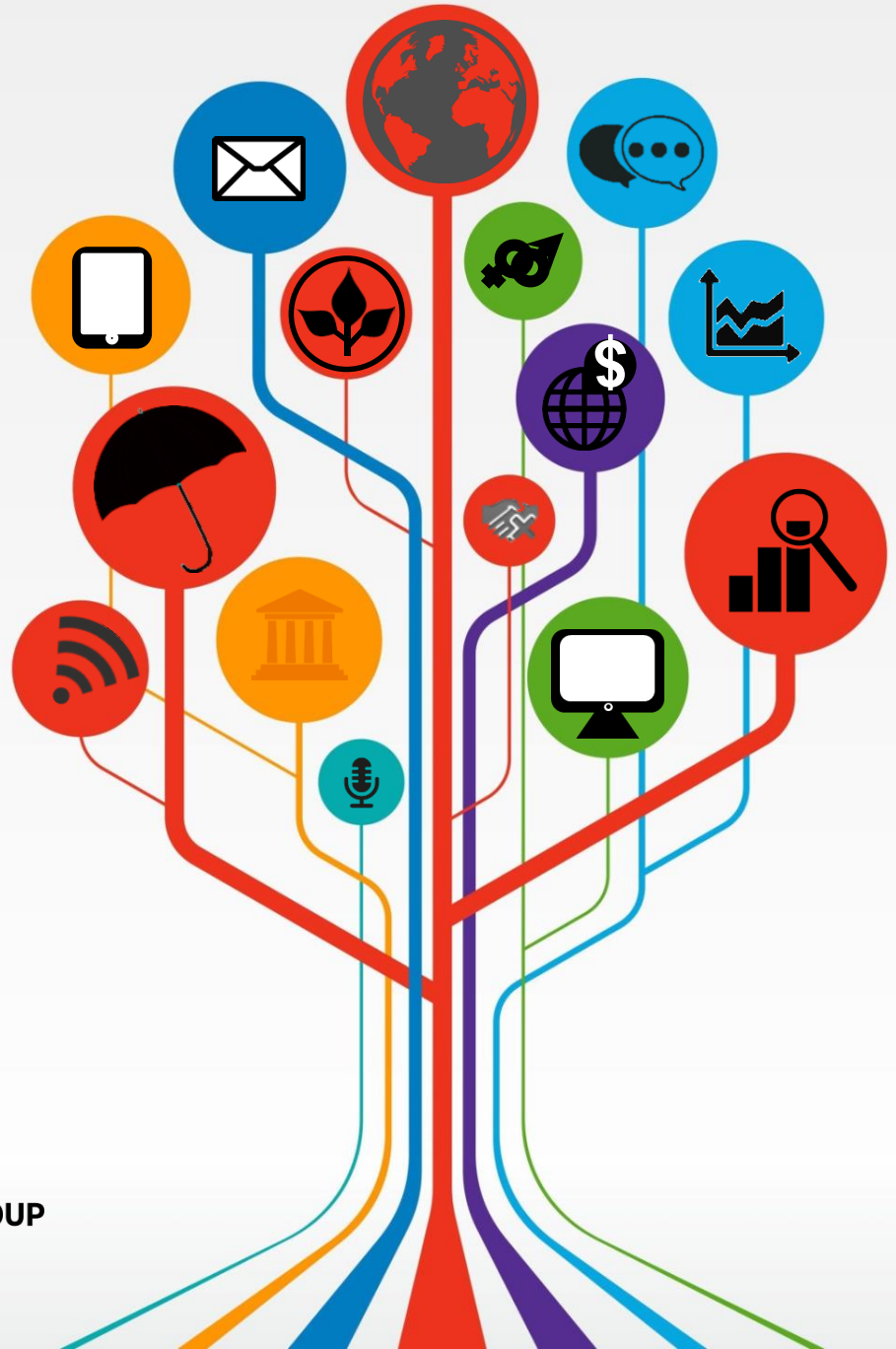


# Qualitative Research for Quantitative IEs

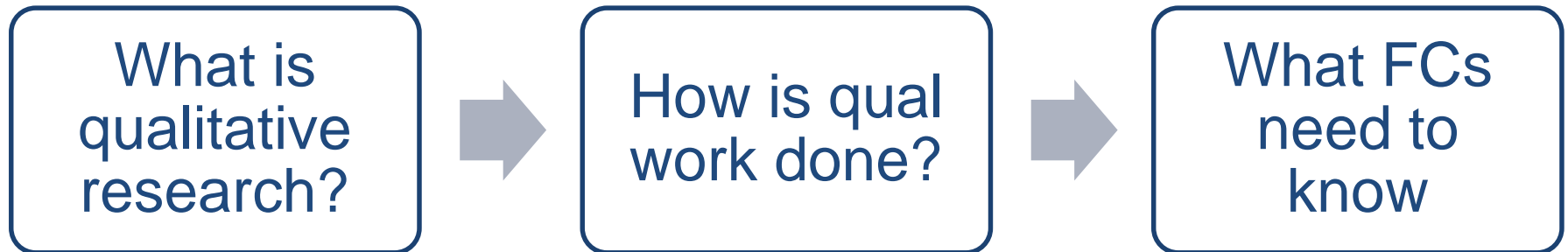
# Emily Crawford

June 13, 2019



# A Quick and Dirty Guide to Qualitative Research

---



# The What- What is Qual Research?

---

- Purposive (Selective participants)
- Conversation/Discussion/Open-ended (Long answers, case studies, storytelling)
- Questionnaire is semi-structured, changeable, accommodates probing, varies by target group
- Delving into the why and how from perspectives of Participants
- Observations of people and interactions/human emotions
- Look for themes/patterns

# The Why- Why do Qual Research?

---

- Before Quantitative Survey
  - Refine Survey Tools
  - Program/Add-on design
  - Collect contextual, detailed, in-depth info
    - in-depth info about the target group
    - Gender and social/religious contexts
- Post Quantitative Survey
  - To provide “triangulation” and support (validity) for findings
  - Understanding/explaining unexpected/ heterogeneous findings
  - Investigate Mechanisms of Impact
- Other Purposes
  - Understanding Program Implementation

# Strength of Qual Research

---

Strengths	Example
Describes data not easily obtained in survey or “big data”. Provides context, detail, depth	Emotions, actual behaviors, tone, thoughts, experiences
Highly flexible	Respond and make changes as data emerges
Uncovers complexities and nuances missed by quantitative methods	Careful observation and listening picks up new information
Can collect lots of data	Hours and hours of focus group transcript data to code
Validity strong, reduces misinterpretation	Researcher works through bias, misunderstanding, and lack of honesty
Meaningful to participants	Continuum of “respondent” participation, more give and take

# Qual/Quant Smackdown

---

	Qualitative	Quantitative
Data collected	Words	Numbers
Sample	Purposive	Random
Participants	A few	A lot
Results	Stories	Statistics

# Qual and quant can be friends!

---



# How is qualitative data collected?

---

- In-depth interviews (IDIs)
- Focus group discussions (FGDs)
- Key Informant Interviews (KIIs)
- Observation
- Cognitive Interview
- Walking interview
- Photovoice
- etc



# In-depth Interviews

---



## Advantages

- Capture individual experiences / thoughts
- Examine how people make sense of their own behaviors and choices
- Privacy removes some of the social influence

## Disadvantages

- Difficult to encourage some to open up
- Small number of participants

# Focus Group Discussions

---



## Advantages

- Capture common expectations
- Capture areas of agreement and disagreement
- Opportunity to observe social dynamics

## Disadvantages

- “Group think” – heavy influence of social status
- Under-reporting of non-normative behavior
- Not good for capturing individual behavior or opinions

# Key Informant Interviews (KII)

---



## Advantages

- Provide information about many people in one interview
- Allow participation of informed people outside of target group

## Disadvantages

- Key informants may be misinformed
- Usually needs supplementation from participants closer to research questions

# What about me?

---

This is lovely, but I'm a field coordinator.  
What do I need to know?

# When FCs do Qual Work

---

## Planning

- Hire and train enumerators
- Obtain ethical approval
- Develop instruments

## Field Work

- Identify participants
- Supervise enumerators
- Collect data (sometimes)

## Analysis

- Data management
- Data analysis

# Hiring RAs

---

- Don't simply select the best quant enumerators
- Look for individuals with great social skills
- Individuals with previous qualitative research experience not always qualified
- Match to research participants on important characteristics
- Invite more to training than you will retain

# Training RAs

---

- Intro: Research project overview, purpose of data collection, logistics, ethics, etc.
- Qualitative interviewing guidelines
- Common challenges in data collection
- Data collection tool review
- Data collection tool translation (as a group)
- Post-interview/FGD review questions
- Transcription guidelines, if applicable
- Practice!

# The How- Identifying Participants

---

- Let your research questions guide who you interview
  - Treatment and control group members
  - Select by gender or other characteristics
  - People who didn't participate in project
- Don't randomly select participants
  - It's ok to have a "biased sample"
  - Work with local orgs to ID participants



# Data Collection Tools

---

1. Identify primary goals
2. Relatively few questions
3. Open-ended questions
4. One question at a time
5. Ask “how,” not “why”
6. Probe for explanations, examples, clarifications, and contrasts
7. Question order that makes sense to participant

# The How- Ethical Approval

---

Qualitative research still requires ethical approval!

- Some exceptions: when you are not publishing results *AND* participants are not a vulnerable group
- Always err on the side of seeking approval

Always obtain informed consent

- Even when ethical approval isn't required, seek informed consent

# The How- Data Management

---

- Qualitative work can produce a large number of different types of files
  - Notes
  - Audio recordings
  - Transcripts
- Develop a naming convention and plan for storage and sharing of files
  - Include essential details like type of data collection, date, location, participant type, etc.

# Data Management

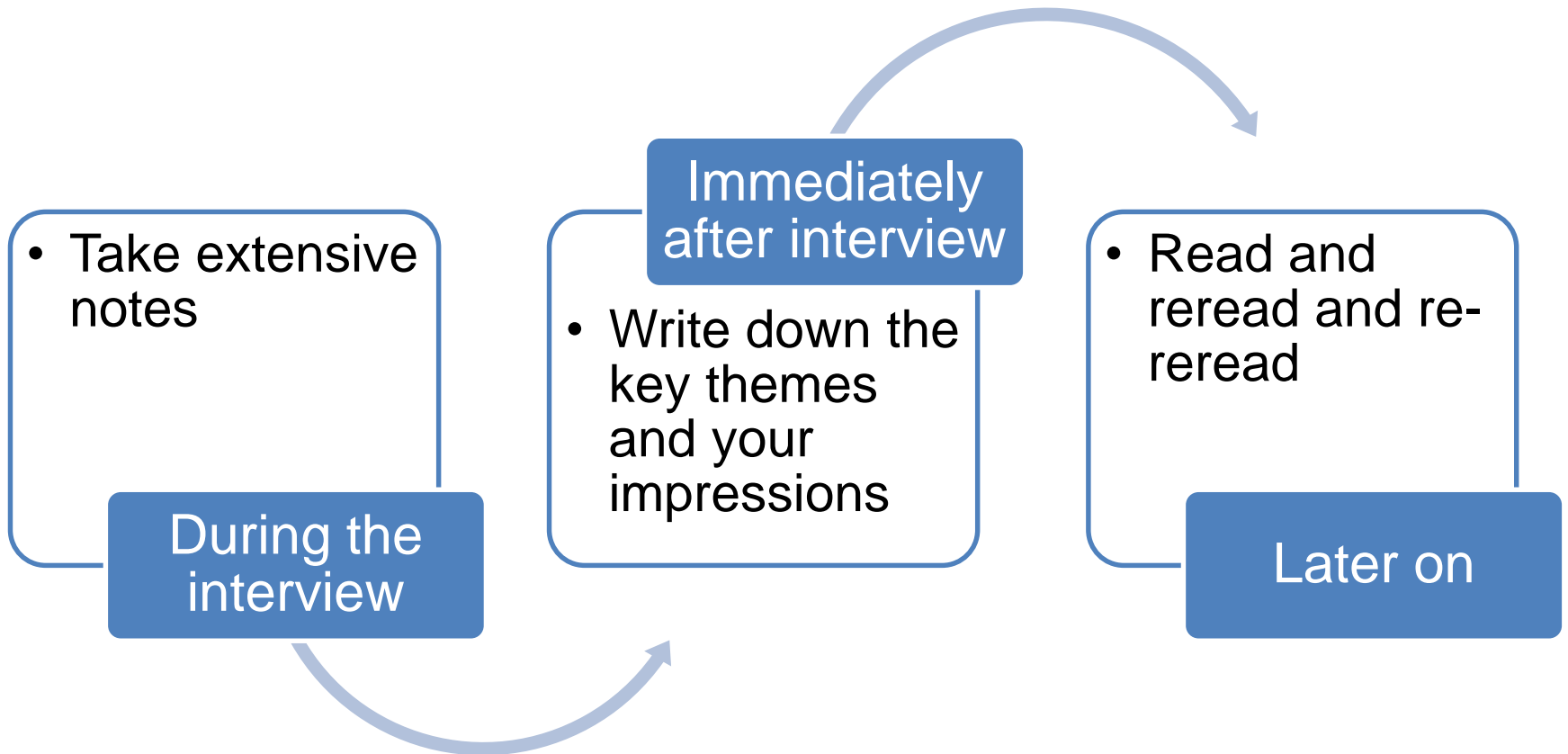
---

- Excel is your friend!

	Respondent 1	Respondent 2	Respondent 3
Participant Gender			
Participant Type			
Date			
How did you spend your time during the day before participating in the Mafita program? Prompt: What did a typical day look like for you?			
Did you make money before the Mafita program?			
Did you receive gifts or goods from anyone? What were these goods or gifts for? Who were they from?			

# Analyzing Qualitative Data

---



# Examples from the field: Mafita IE

---

Mafita is an IE in Northern Nigeria with several qualitative components

## Key Informant Interviews

Improving IE implementation

Identifying challenges midway

## Serious Qualitative Research

Led by an external researcher

Supported by the FC

## Formative Research

Part of quantitative pilot

Will inform midline and endline quant surveys

# Thank You

