

RES 712: Qualitative Research and the Human Insights/Storytelling Process

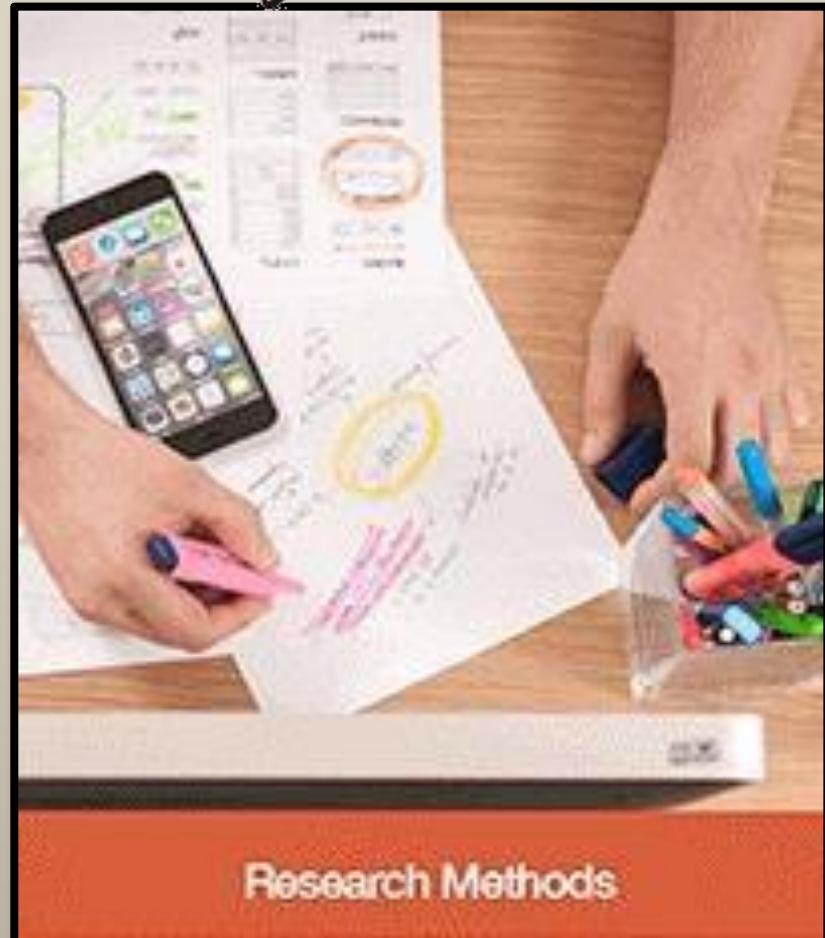
Topics—The Qualitative Narrative and Participatory Traditions, Qualitative Assets, Taking Fieldwork Notes



The Qualitative Narrative and Participatory Traditions; Qualitative Human Assets: Fieldwork Notes

- Human Subjects and the Insights Process/Storytelling
- The Narrative Tradition and Qualitative Approach
- The Participatory Tradition and Normative Qualitative Research
 - Gender Based
 - SES (Class) Based
 - Race/Ethnic Group Based
 - Social/Cultural-Based
- Human Artifacts and the Qualitative Approach
- The Qualitative Tradition and Human Assets
- Fieldwork Note Taking in Qualitative Research

Agenda!



The Human Subject and Their Story



- Describes an individual (human subject) and his/her phenomenon, across both time, space, and lifecycle
- Human stories as a source of longitudinal data
- Holistic nature of the human subject
- The phenomenon under study from the contextual status of the human subject
- Human story as a reflection on the world (under study)
- The idea of human subject and researcher reflexivity and interactive collaboration

The Narrative Qualitative Tradition: Overview

- Research requiring information gathered from human subjects and their collective experiences (stories)—at a single point or over time/space
- Allows for understanding single individuals or content at the current point in time based on collective thoughts and experiences
- Based on individual context, culture, and environment
- Supports the understanding of collective themes and tendencies
- The “individual story” tends to be more than the summation of the “individual content”—e.g., the collective story within a specific context



What are the key characteristics of narrative designs?



Individual experiences



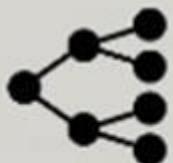
Chronology of the experiences



Collecting individual stories



Restorying



Coding for themes



Context or setting



Collaborating with participants

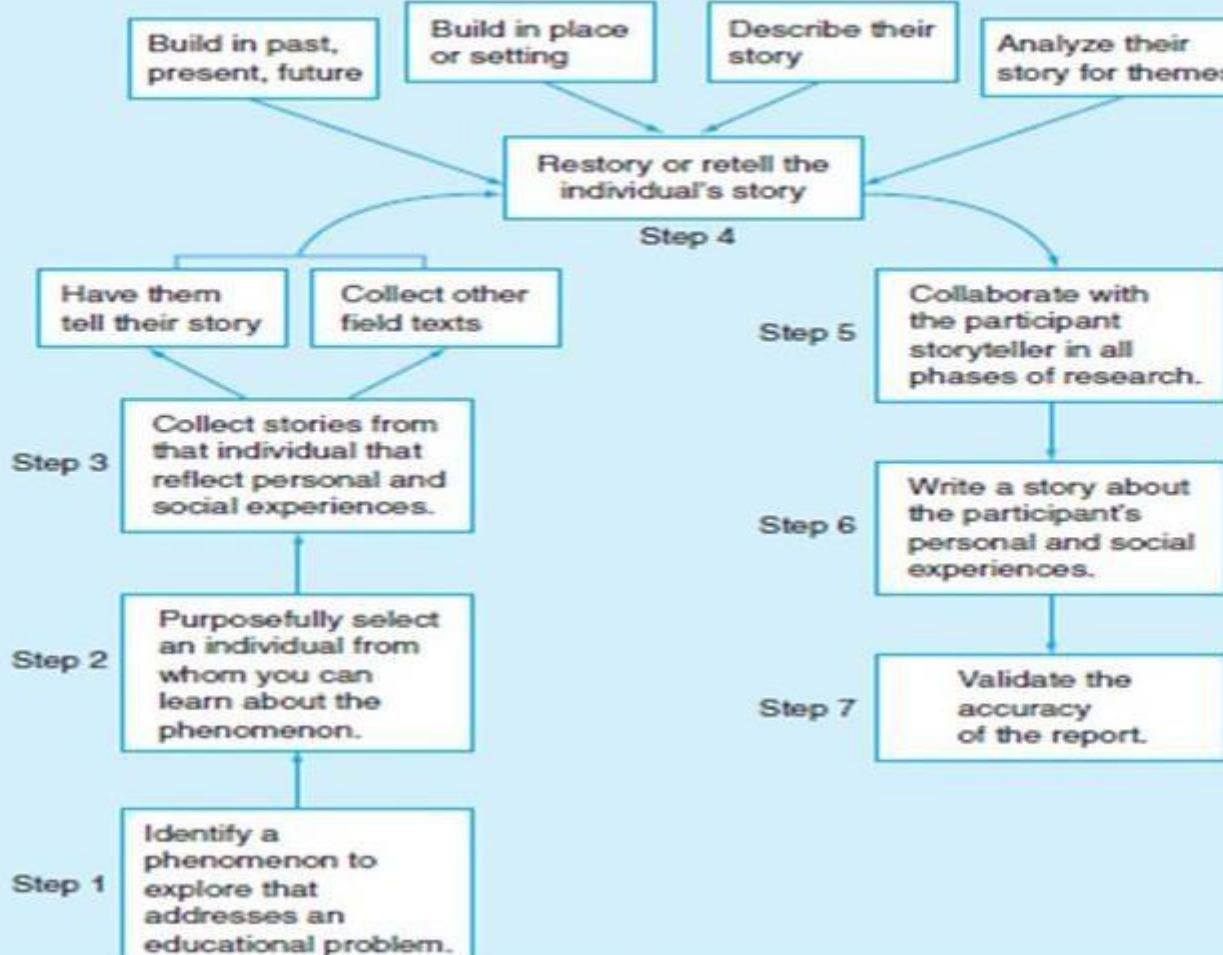
The Narrative Qualitative Tradition: Designs and Techniques

- Narrative (overview of life experiences)
- Oral History (single point in time)
- Life History (over time of life)
- The Individual and History
- Storytelling
- Autobiography and the Biography
- Journals and Fieldwork Notes (researcher interpretations)
- Unstructured Interviews
- Applications of Artifacts, Assets, and Interpretations
- From Anthropology and Sociology
- Major themes of the tradition
 - The Physical: Human Senses and the Story
 - The Emotional: Stories within Context
 - The Rational: Stories as Life Experience

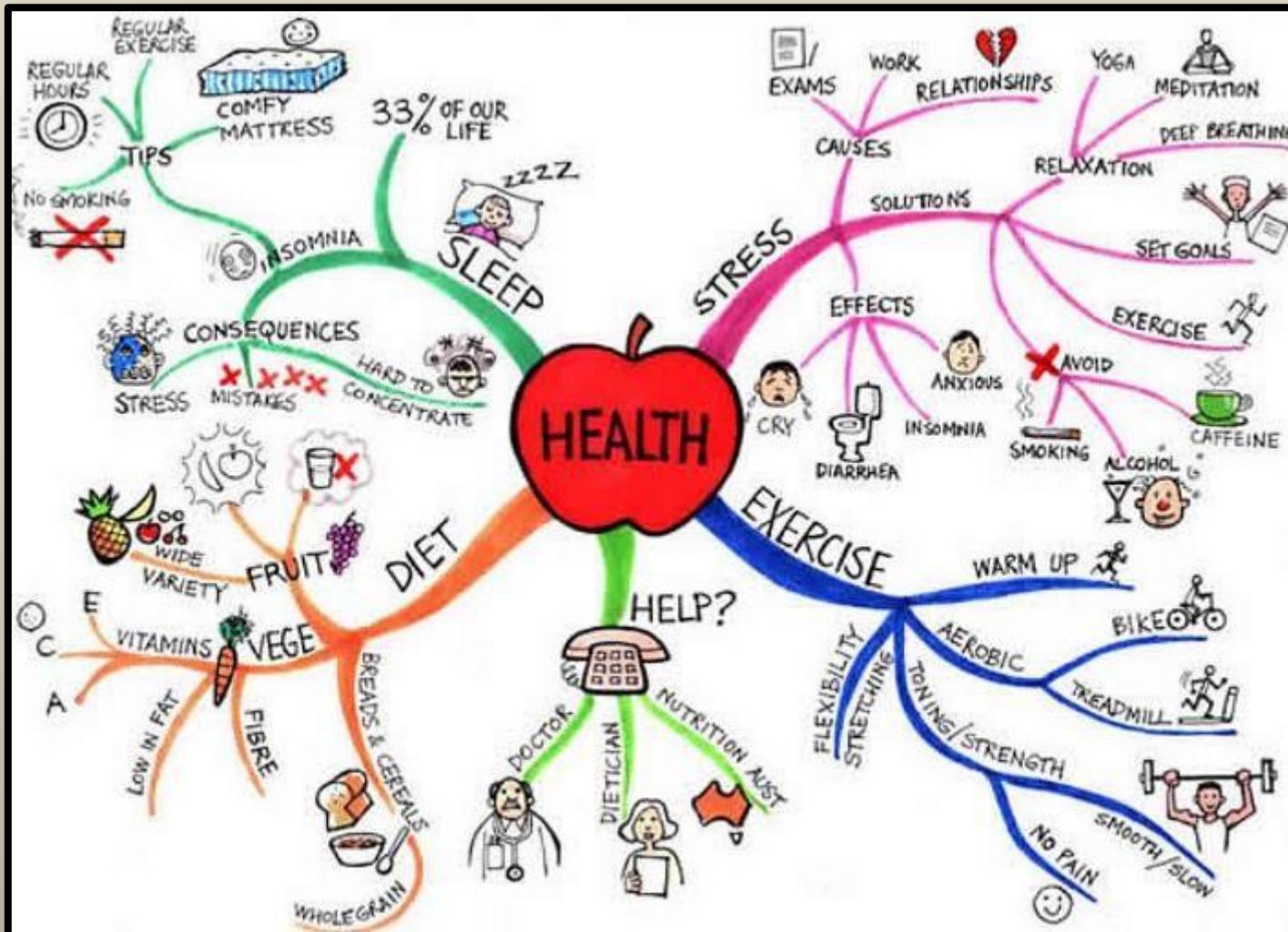


Steps in conducting narrative research

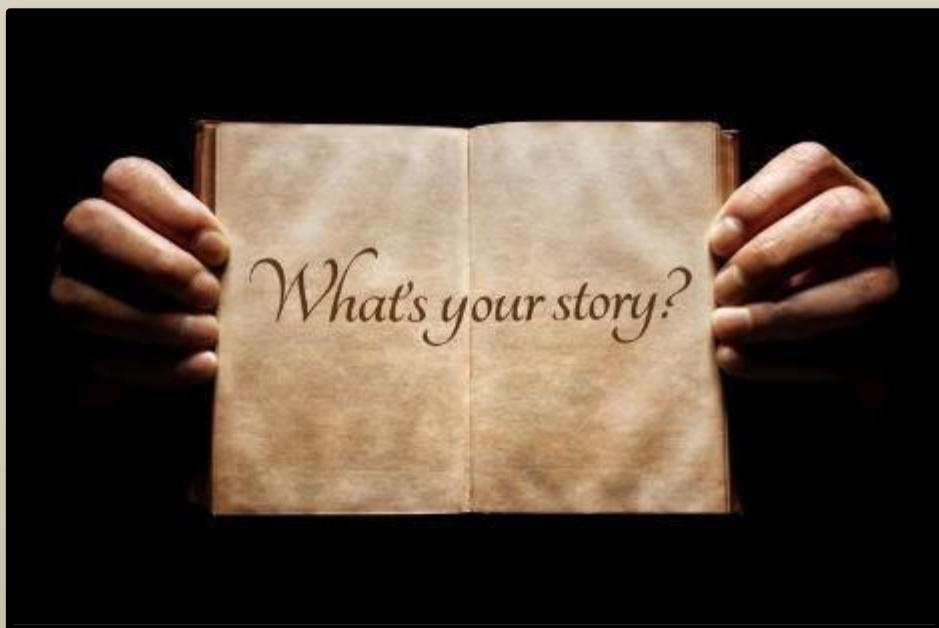
Steps in Conducting Narrative Research



A Narrative Qualitative Example—A Health Story (Concept Map)



The Narrative Qualitative Tradition: Advantages and Disadvantages



Advantages of the Narrative Tradition

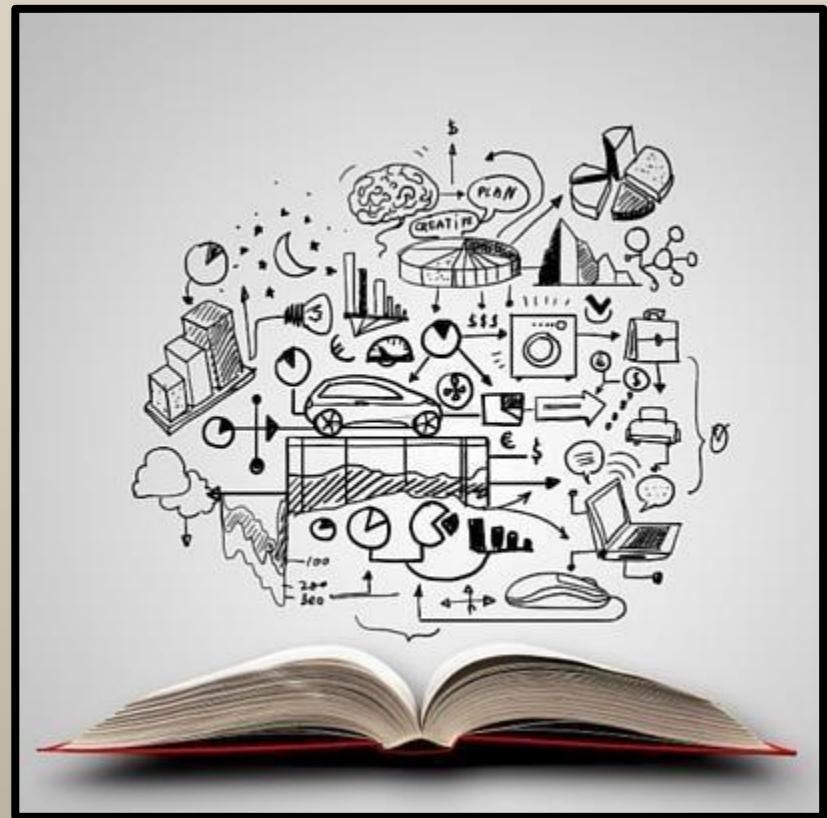
- Relatively simple to get human subjects to tell stories (especially their story)
- Human subjects are relatively “truthful”
- Gain in-depth “thick data”
- Explore the topic extremely “deep”
- Relatively easy to confirm (reliability and validity)

Disadvantages of the Narrative Tradition

- Can be difficult to interpret
- May be difficult to report or illustrate the story (lack of researcher experience)
- Hard to establish the relationship between story elements and reality
- Assessment and presentation could be a challenge

The Narrative Qualitative Tradition: Examples in the Business Discipline

- Business leadership and management
- Decisions about globalization
- Marketing objectives/strategies for a new product/service
- Health care experience and evolution
- Adaption of technology over time and space



The Participatory Qualitative Traditions: Overview



- Incorporates a strong normative criteria/objectives by grounding the research in substantive social, cultural, political or economic structure
- Structural content becomes key topics of focus (along with phenomenon under study)
- Seeks to gain a clear understanding how structural and functional criteria influence and are influenced by the phenomenon under study
- Fully integrates individual (micro) with meso and macro level attributes (both temporal and spatial)

Participatory Qualitative Traditions: Classifications

Micro Level

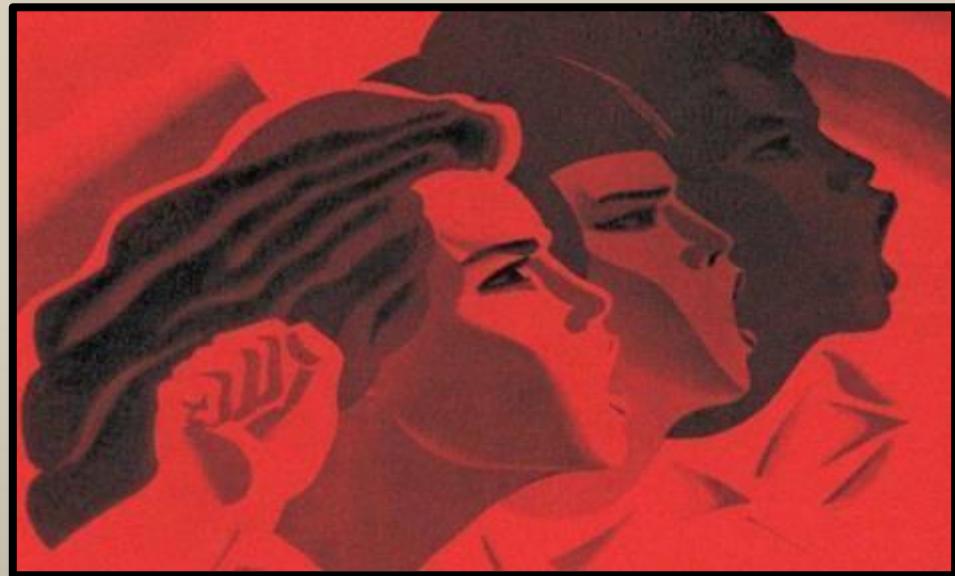
- Feminist (Gender-Based)
- LGBYQ+ (Gender Preference Based)
- Disabilities and Physical Traits (Physical Trait Based)
- Racial, Indigenous Peoples, and Multicultural (Race and Ethnic Based)

Meso Level

- Cultural Group (Culture/Religious Based)

Macro Level

- Orthodox Marxist (Historical/Historical Societal Based)
- Neo-Marxist (Current/Contextual/Societal Based)
- Green (Environmental Based)



The Participatory Qualitative Traditions: Designs and Techniques

The History of Specific Human Activities



- Uncover the unknown based on individual and group traits
- Address unanswered or historically ignored questions
- Focus on the past to inform the present biases and illustrate the future
- Assess the trends of the past
- Understand human culture
- Support marginalized groups and peoples

Techniques

- Qualitative techniques (various focused on specific group context)
- Focused oral history/individual and group
- Quantitative techniques
- Content analysis (text analysis with coding)
- Specific sampling based on individual and societal traits

Issues of validity and reliability

The Participatory Qualitative Traditions: Advantages and Disadvantages

Advantages of the Participatory Traditions

- Focuses on attributes and phenomenon which are mostly ignored in traditional research
- Elevates marginal groups for study
- “Control” of attribute biases
- Explore the topic “deeper” than traditionally

Disadvantages of the Participatory Traditions

- Can be difficult to interpret and understand
- May be difficult to report or illustrate the story (lack of researcher experience with various group attributes)
- Hard to establish the relationship between story elements and majority reality
- Assessment and presentation could be a challenge



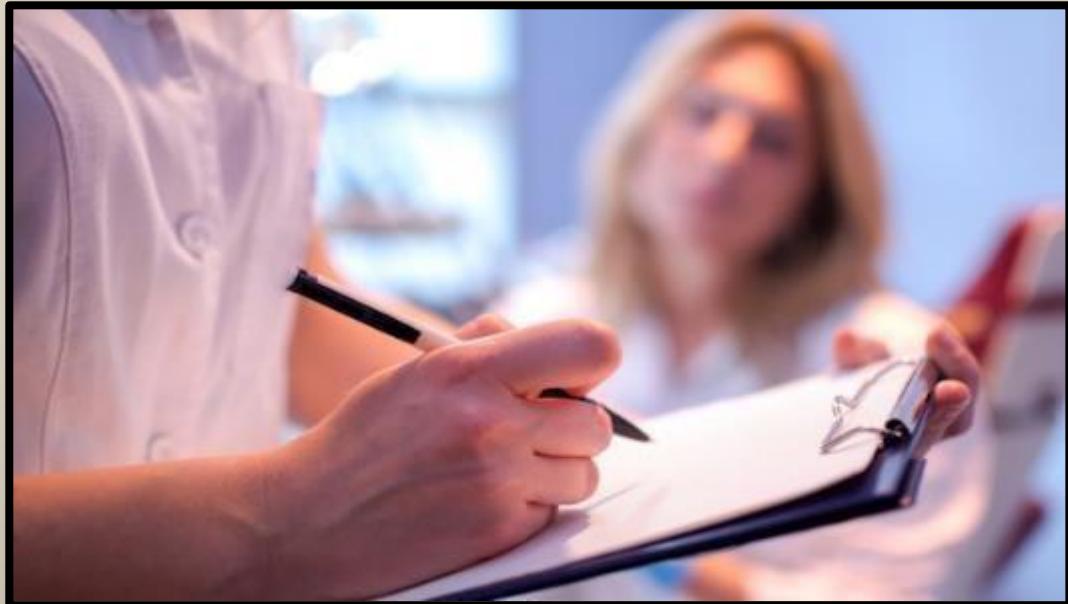
The Participatory Qualitative Traditions: Examples in the Business Discipline



- Women and equality in the workplace
- The role of feminism in business firms
- Race and advancement in the business sector
- Purchasing power of various multicultural groups across the United States

Human Assets and the Narrative Qualitative Tradition

- What is a human asset?
- Why are assets valuable for the qualitative approach and especially for the narrative tradition?
- The interaction of human assets and the narrative
- Types of human assets in the qualitative tradition
- Human assets as attributes



Human Artifacts and the Narrative Tradition



- What is a human artifact?
- Physical human artifacts
 1. Written Documents
 2. Pictures/Videos
 3. Specific Personal Items
- Intellectual artifacts:
 1. Experience
 2. Knowledge
 3. History
- Individual artifacts
- Human artifacts and SES (socio-economic status)
- Human artifacts as research attributes/variables

Recording the Narrative Interview—Audio

- Audio recording and note taking
- Verification and validation
- Comparison of notes
- Verification of interpretation and trends
- Sharing recordings across researchers
- Reflexivity and audio recording
- Ethics and audio recording



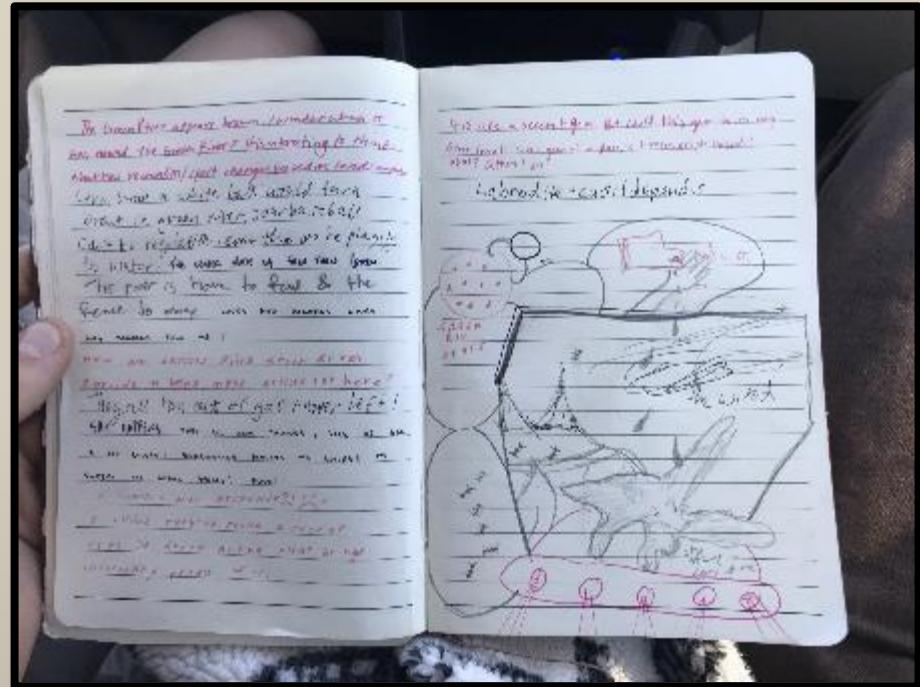
Recording the Narrative Interview— Video Recording

- Video recording and “body language”—the “physical variable”
- Video recording and note taking
- Verification and validation—video and audio
- Verification of interpretation and trends
- Sharing recordings across researchers
- Reflexivity and video recording
- Ethics and video recording



Fieldwork Notes and the Narrative Tradition

- Taking fieldwork notes
- Interpretation and Thematic assessment
- Verification and validation
 - The Individual Human
 - Context
 - Culture
 - Environment
- Sharing notes across researchers
- Reflexivity and fieldwork notes
- Ethics and fieldwork notes



The Generation and Use of Interview Transcripts

Audio: [xxx.wma]

Transcribed: [12 December 2010]

[00:00]

Interviewee: Yeah, that was challenging for a while – lot of feisty discussions across the table.

Interviewer: Alright, just design decisions or *also...*

Interviewee: You might have claimed it like that project was an evolution in terms of the style of their workplace. And they all say themselves they had to redefine the workplace and the whole social character of the organization to survive. And so, you know, we migrated them from a fairly sort of traditional office based culture to open, planned true team based culture and it was a big, big step for a lot of people.

Interviewer: Yeah

Interviewee: And we had some very challenging, you know, presentations – some very obstinate people.

Interviewer: Right. So, it was based on getting people out of offices [00:56 unclear]  Time Stamp

Interviewee: Yeah.

Interviewer: It *shouldn't have been* just your role to justify though because you would have probably been briefed on achieving that.

Interviewee: Well yeah, but well it's just part of the political landscape and I think it is typical for any large office. I think the most successful project we've always done; I have always had, a hero if you like within the organization - quite often it's a person who sits at the top.

[01:00]  Time Code

Interviewer: Yeah, well if *they're against your projects then it's going to be difficult.*

Interviewee: You're exactly right and invariably they're the best projects, is when the leader and mentor of the organization is driving what we're doing.

Interviewer: Do they always work?

Interviewee: Not necessarily. Not necessarily. I think, look I think and particularly if you're changing the style of workplace or you're changing a character of way people work, there's always going to be elements of fail in it. I think you've got to look at it though as a whole.

- What are transcripts
- The audio recording and transcripts
- Validity and transcripts
- Reliability and transcripts
- Transcripts as a data source—coding
- Working with non-English transcripts

The Visual: Pictures and Videos

- Pictures and videos as data
- Illustrating the spoken word
- Coding videos
- Integrating the spoken word, pictures, and video
- Interpretation of the visual
- Assessing trends across all human inputs



Coding of Verbal and Written Human Content

Theme	Advantages	Quotation
Customer communication	1. Passive tracking of consumer reactions. 2. Optimise response options and make them more prompt.	1. "Many companies already implement social listening to quickly learn about any criticisms or appraisals on social media". 2. "The inability to respond to the consumers addressing your organisation in the public domain within several hours may already be recognised as ignoring them or having poor customer service quality".
Customer servicing	Instantly identify loyal consumers returning with new orders.	"It may seem like a small thing but imagine making a second booking at the same hotel you stayed at with your family last year and receiving a reply, "John, thank you for choosing us again" or a Christmas greeting wishing all the best to your wife and two children".
Data processing	Track all consumer operations longitudinally.	"Additionally, you may track the whole consumer journey rather than just the moment of the purchase to analyse your marketing effectiveness".
Performance monitoring	Reliable productivity tracking.	"This also allows them to track their productivity and really know when they are performing well".
Services personalisation	1. Better consumer experience. 2. Upselling.	1. "This personalisation is highly convenient for making every consumer feel valued". 2. "At the individual level, personalisation supports upselling. If the system recognises the 'business-type reservation' on the basis of customer data, a live customer support specialist may offer additional services such as office space, a business lounge for work or photocopying and translation".
Predictive analytics	Capability to optimise dynamic pricing and room management.	"This is especially important for hotels that need to use dynamic pricing and have to close some rooms for refurbishment or basic repairs".

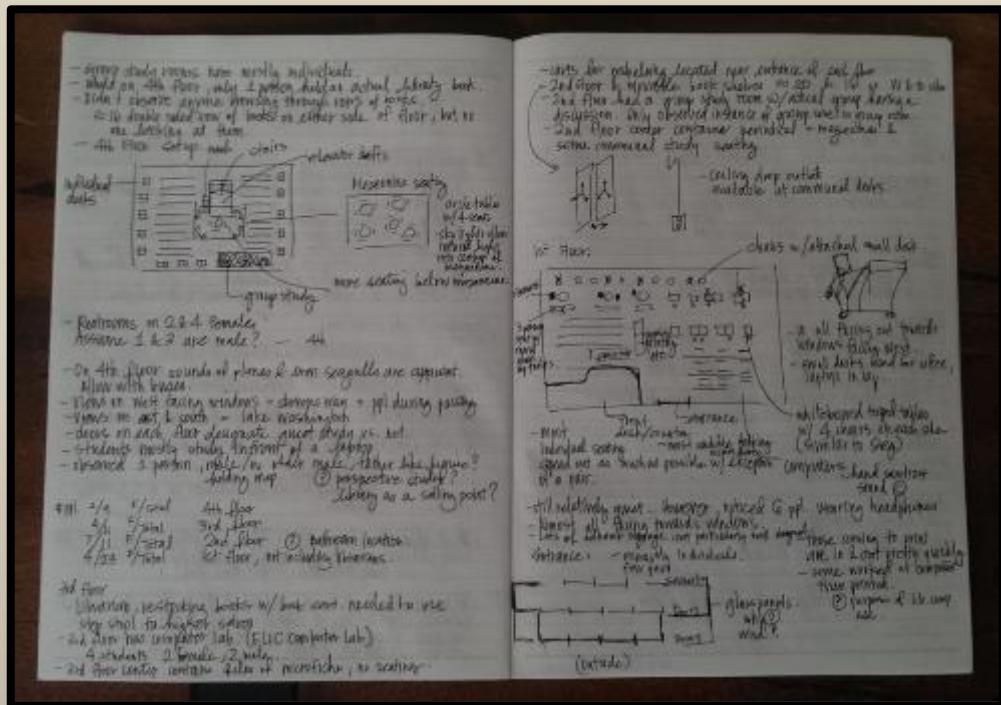
- Content coding
- Assessing thematic content
- Specifying codes and key words/phrases
- Moving the qualitative tradition into hyper-quantitative

Human Generated Content (Elaborative Assets)

- Homework as an Interview exercise
- Pictures and the “collage”
- Integrating pictures and videos
- The projective techniques
- Creative assets



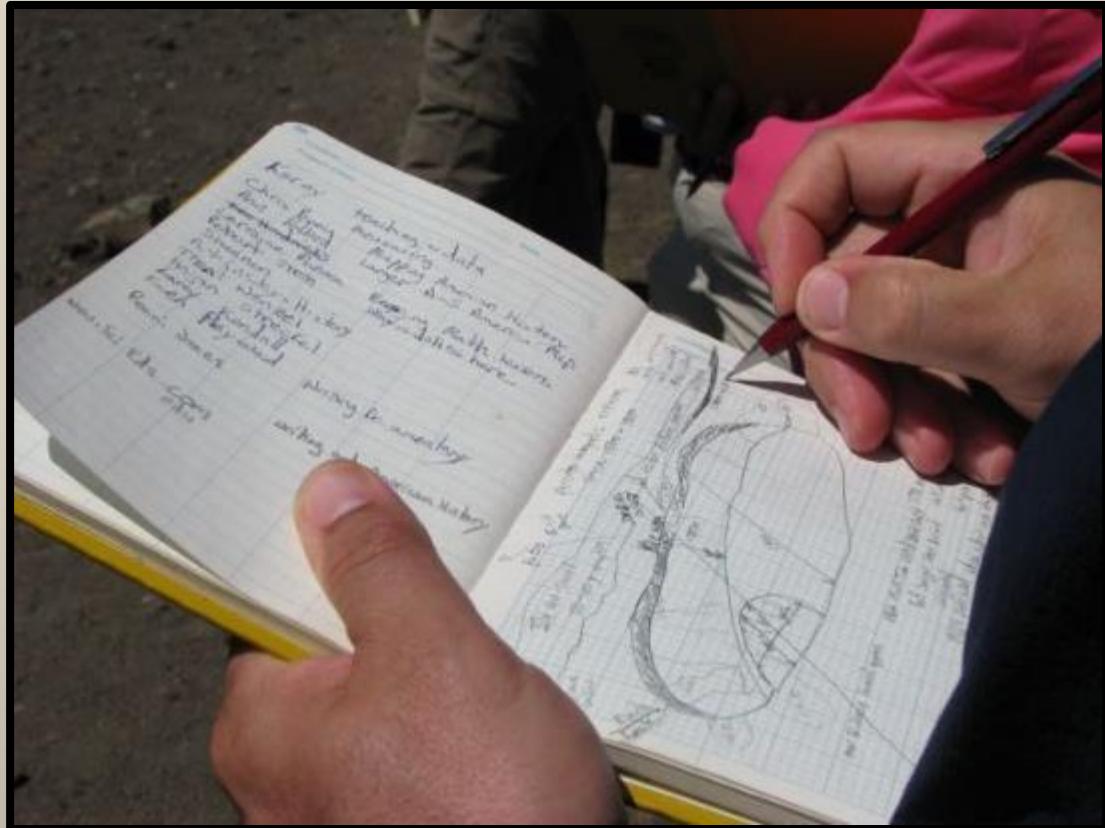
Taking Fieldwork Notes: Its Importance for the Qualitative Approach



- The role of note taking in the qualitative approach
- Notes as content collection
- Notes as content interpreters (equivalent of statistics and statistical routines in the quantitative approach)
- What is the purpose of field notes?
- Produce meaning and an understanding of the culture, social situation, or phenomenon being studied
- Establish a record for review and input for analysis
- Fieldwork notes as a research technique

Taking Fieldwork Notes: Taking Notes at the Researcher's Level

- The natural setting: context, culture, the environment, and other non-individual level variables
 - Importance of audio and video recording
 - Application of content transcripts
 - The interpretation of human content—audio, text, pictures, video, and research tools
 - Working with a translator—simultaneous and static



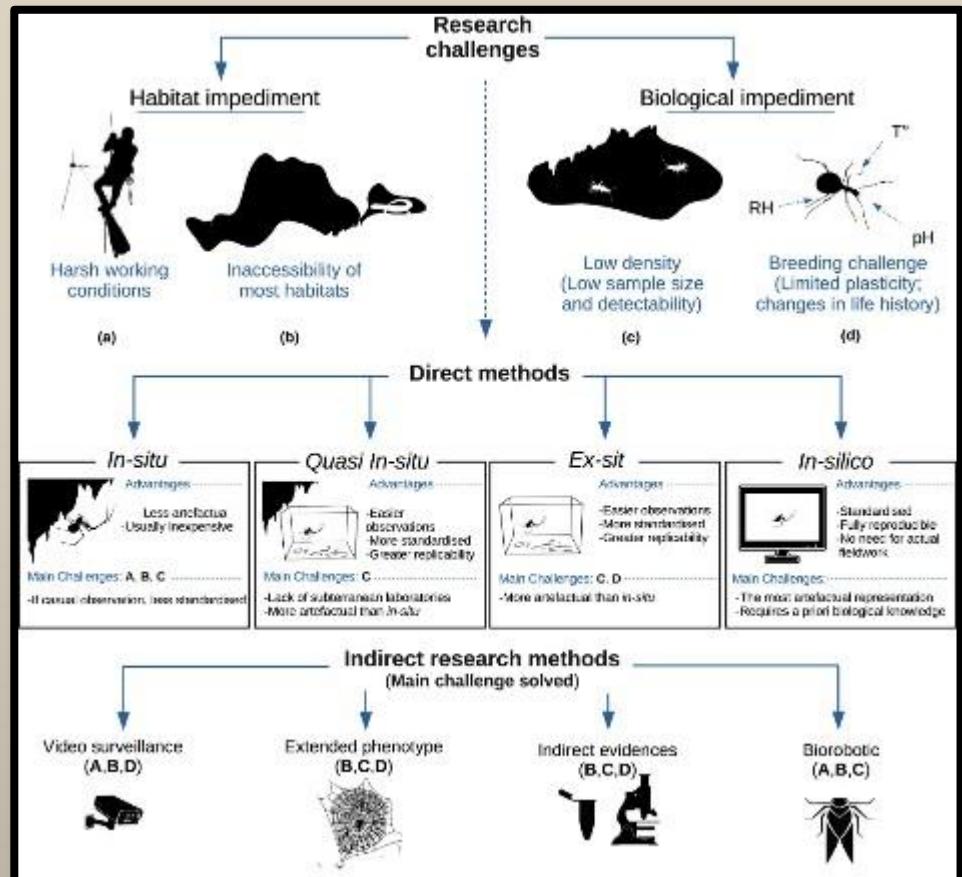
Taking Fieldwork Notes: Researcher Interpretation and Assessment



- The critical nature of researcher interpretation of the fieldwork notes
 - Integrate notes with interpretation of context (as viewed), culture, and the environment
 - Confirmation of empirical evidence
 - Review of notes in relation to the larger research problem
 - Interpretation as a context for uncovering or identifying trends and tendencies

Taking Fieldwork Notes: Uncovering “Trends” and “Tendencies” within Qualitative Content

- Trends and tendencies in fieldwork notes
- Confirmation of trends and tendencies
- Integrating fieldwork note trends with the literature
- Identifying trends and tendencies across research
- Comparing notes within and across subjects
- Reflexivity and trends (internal)
- Triangulation and trends (external)



Discussion: Applying the Narrative Tradition

- Thinking about your subjects of interest and research topic, how could you envision applying the narrative qualitative tradition to your research?
- How would you specify and apply it?

