PART 5

QUALITATIVE APPROACHES

DIFFERENCES BETWEEN QUANTITATIVE AND QUALITATIVE R.

- OBJECTIVE AND NATURE OF THE RESEARCH

  Quantitative: Quantitative research focuses on the collection and on the analysis of numerical data. The main objective is to establish causal relationships, measure variables, generalise results and make forecasts.

  Qualitative: Qualitative research focuses on the collection and analysis of non-numerical data, such as words, images and observations. The main objective is to understand experiences, meanings and social processes in depth.

- SAMPLING AND SAMPLING

  Quantitative: In quantitative research, samples are generally broader and more representative of the population of interest. Probabilistic sampling is used to ensure that the results are generalisable.

  Qualitative: In qualitative research, samples are usually smaller and not necessarily representative. The non-probabilistic sampling to select participants according to specific criteria relevant to the study.

- DATA COLLECTION

  Quantitative: Quantitative data are collected through structured methods, such as questionnaires, surveys and experiments. Qualitative: Qualitative data are collected through more flexible and open, such as open interviews, participant observation, focus groups and content analysis.

- DATA ANALYSIS

  Quantitative: Quantitative data analysis involves the use of statistical techniques to identify trends, relationships and patterns in numerical data. **Qualitative: The analysis of** qualitative data requires the interpretation of non-numerical data through coding, categorisation and the search for emerging themes.

- RESULTS AND GENERALISABILITY

  Quantitative: Quantitative research results are usually presented in terms of numbers, tables and graphs. These results can be generalised to an entire population, provided that the sample is representative.

  Qualitative: Qualitative research results are usually presented as detailed descriptions, narratives or interpretations of participants' experiences. Generalisability is limited, but qualitative research provides an in-depth understanding of social phenomena.

LONDON   NEW YORK   TOKYO   MOSCOW

SEMI-STRUCTURED INTERVIEW

- ### INTERVIEW GUIDE

  Copy/copywriting is the tool-guide. A guide or interview outline that lists a set of questions or themes to be explored is used. This guide helps to maintain consistency between different interviews and to ensure that all relevant topics are covered.

- ### FLEXIBILITY

  Unlike structured interviews, in semi-structured interviews structured, there is the freedom to change the order of the questions, to ask additional questions or to elaborate on topics based on the answers of the participants. This flexibility allows the interview to be adapted to specific experiences and contexts of the respondents.

- ### IN-DEPTH STUDY

  Exploring topics in depth, asking to elaborate answers in the speaker's preferred form, giving examples or clarifying points of view.
  This approach provides a more
  in-depth experiences and meanings attributed to what is being asked.

- ### INTERACTION AND RELATIONSHIP

  Focus on interaction demands the establishment of a balanced attunement between observer and observed. It requires being able to establish a
  climate of trust and empathy, allowing those who accept the interview to feel comfortable sharing experiences and opinions, even very personal.

- ### DATA INTERPRETATION AND ANALYSIS

  The data collected from the semi-structured interviews are generally textual in nature and require qualitative analysis. It is necessary to transcribing, coding and interpreting data, trying to identify themes, patterns and connections between responses.

- ### RICHNESS AND DETAIL OF DATA

  Semi-structured interviews provide rich and detailed data on experiences, feelings and perceptions. These data can contribute to a deeper understanding of the phenomena and contexts explored.

NON-STRUCTURED INTERVIEW (DISCURSIVE OR FREE)

- ## ABSENCE OF A PREDEFINED GUIDE
  Unlike structured and semi-structured interviews, the Unstructured interviews are not based on a predefined guide or interview outline. One has more freedom in conducting the interview to explore emerging themes and topics in a way organic and spontaneous.

- ## FLEXIBILITY AND ADAPTABILITY
  Unstructured interviews are extremely flexible and adaptable, allowing the flow of the conversation to be followed and the interview to be tailored to specific experiences, interests and emerging contexts according to the answers received.

- ## CONVERSATIONAL APPROACH
  Unstructured interviews resemble more a natural conversation between researcher and interviewee than a formal interview. This approach can help to establish a relationship of trust and to make participants feel more comfortable sharing their experiences and opinions.

- ## DEEPENING AND UNDERSTANDING
  Useful to explore in depth the experiences and opinions of the participants, to capture nuances and complexities and to gain an in-depth understanding of social phenomena by asking timely insights, opening up parallel lines of conversation to the main theme, examples, life stories.

- ## DATA INTERPRETATION AND ANALYSIS
  The data collected are textual in nature and require a qualitative analysis, sometimes mixed, assisted or not by software. This involves transcribing, interpreting and analysing data, trying to identify themes, patterns and connections between the participants' answers.

- ## LIMITS OF GENERALISABILITY
  Due to the open-ended and flexible nature of the results, they cannot be generalised to an entire population. However, these results can provide a detailed and in-depth understanding of individual experiences and the social processes that inform them.

THE FOCUS GROUP

The focus group is a qualitative data collection method that involves

a small group of people in a guided discussion on a

specific topic. In the context of stakeholder engagement, the

focus group is used to engage and collect the

stakeholders' opinions, perceptions and expectations of a particular

project, policy or initiative.

THE FOCUS GROUP

- GROUP COMPOSITION

  include a balanced and diverse representation of the stakeholders involved in the project or initiative, such as customers, employees, suppliers, investors, representatives of local communities and other interest groups.

- MODERATOR

  facilitates discussion, asks stimulating questions and ensures that all participants have the opportunity to express their opinions and to interacting with other group members in a calm and polite manner.

- AMBIENCE AND ATMOSPHERE

  comfortable and informal environment to facilitate participation and sharing of ideas among stakeholders. The atmosphere should be inclusive, respectful and non-judgmental.

- OBJECTIVES AND DISCUSSION TOPICS

  specific issues related to the project or initiative in question. Objectives could include assessing stakeholder expectations, identifying concerns or problems, collecting suggestions and feedback and promoting dialogue and understanding between different stakeholders.

- INTERACTION AND GROUP DYNAMICS

  expressing one's own opinions, listening to and understanding the views of others and collaborating to find shared solutions. Group dynamics can provide valuable information on stakeholder relations and potential areas of consensus or conflict.

- DATA ANALYSIS

  data collected during the focus group are qualitative in nature and require in-depth analysis. The researcher must transcribe and analyse the discussions, identifying emerging themes, consensus, disagreements and common concerns among stakeholders.

- IMPACT ON DECISION-MAKING

  results serve to inform and improve decision-making, incorporating stakeholders' opinions and expectations into the project or initiative and developing strategies to respond to them concerns and needs.
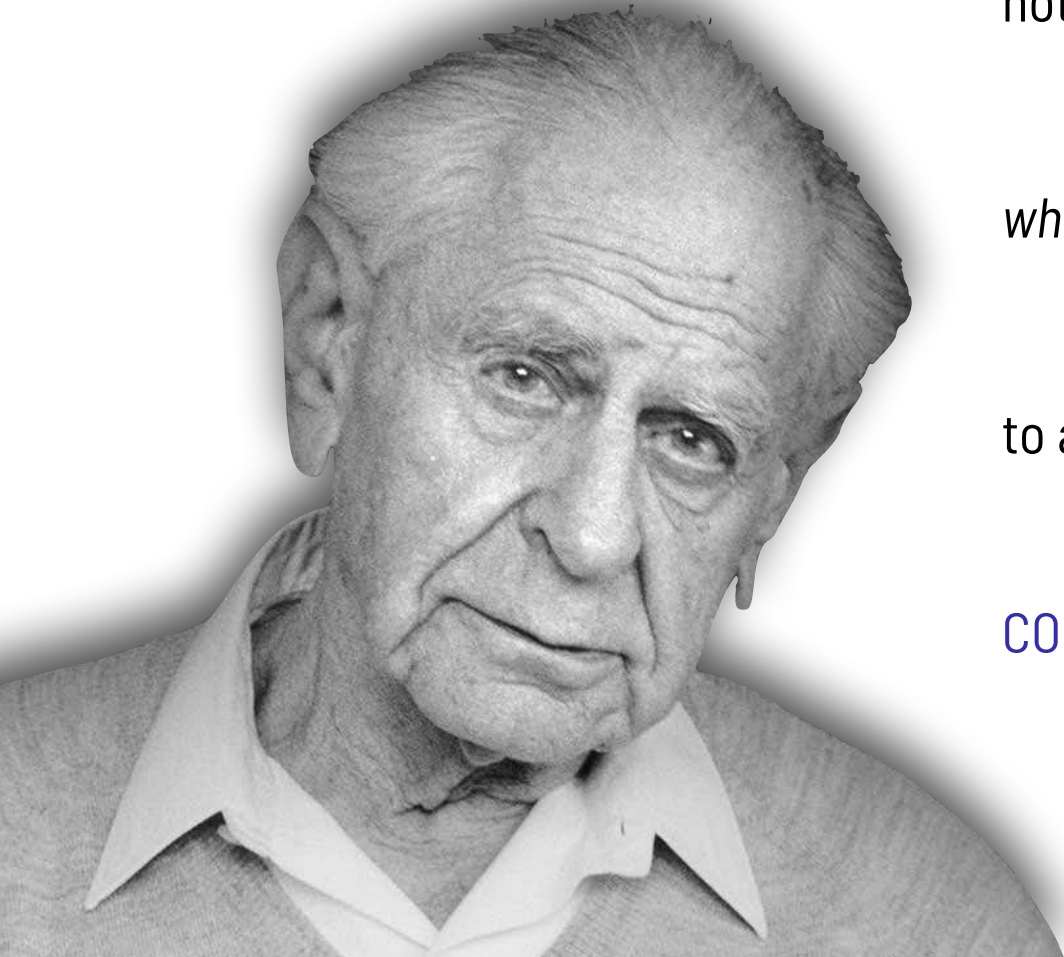
INTERPRETATION OF TEXTUAL DATA

a Popperian falsificationist approach:

not to assess correct interpretations

whereas

to apply a method to find out those **definitely unacceptable**

CONSISTENCY + ECONOMY INTERPRETATION CRITERIA

Eco (1990) I limiti dell'interpretazione

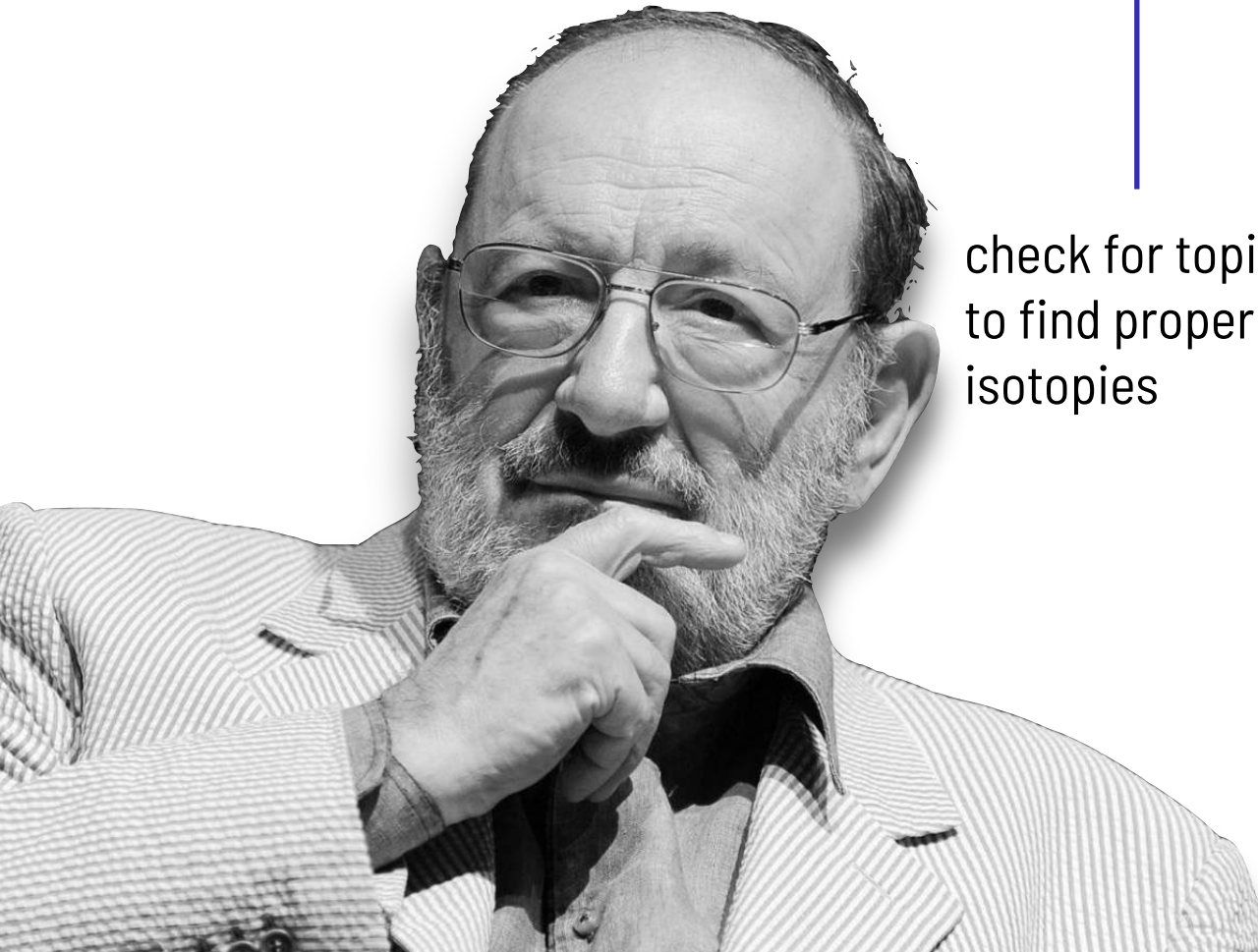Eco (1992) Interpretation and overinterpretation

INTERPRETATION OF TEXTUAL DATA

CONSISTENCY + ECONOMY

check for topics
to find proper
isotopies

do not exceed in
surprise and
astonishment for
non-systematic details

Eco (1990) I limiti dell'interpretazione

Eco (1992) Interpretation and overinterpretation

SMALL REPOSITORY TO ANALYSE UG TEXTUAL CONTENT

https://journal.r-project.org/archive/2015/RJ-2015-010/RJ-2015-010.pdf

https://www.tidytextmining.com/

https://quanteda.io/

https://tm.r-forge.r-project.org/

https://www.jstatsoft.org/article/view/v025i05

https://www.red-gate.com/simple-talk/databases/sql-server/bi-sql-server/text-mining-and-sentiment-analysis-with-r/

https://www.askpython.com/python/examples/text-mining-in-python

https://documentation.help/Python-3.7/lexical_analysis.html

https://search.r-project.org/CRAN/refmans/Xplortext/html/LexCA.html

PART 7

COMMUNICATION

STRATEGIC COMMUNICATION PLANNING

" Strategic communication planning is the process of strategically designing, developing, and managing communication to achieve specific objectives. "

KEY ELEMENTS OF STRATEGIC PLANNING

Communication Objectives
What is intended to be achieved through communication?

Target Audience
Who is our audience?
Which stakeholders are part of it?

Strategies and Tactics
How will we achieve our objectives?

Message
What do we wish to convey?

Communication Channels
Where will we communicate?

THE AGENDA-SETTING FUNCTION OF MASS MEDIA*

BY MAXWELL E. McCOMBS AND DONALD L. SHAW

In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues—that is, the media may set the "agenda" of the campaign.

The authors are associate professors of journalism at the University of North Carolina, Chapel Hill.

IN OUR DAY, more than ever before, candidates go before the people through the mass media rather than in person.[1] The information in the mass media becomes the only contact many have with politics. The pledges, promises, and rhetoric encapsulated in news stories, columns, and editorials constitute much of the information upon which a voting decision has to be made. Most of what people know comes to them "second" or "third" hand from the mass media or from other people.[2]

Although the evidence that mass media deeply change attitudes in a campaign is far from conclusive,[3] the evidence is much stronger that voters learn from the immense quantity of information available during each campaign.[4] People, of course, vary greatly in their attention to mass media political information. Some, normally the better educated and most politically interested (and those least likely to change

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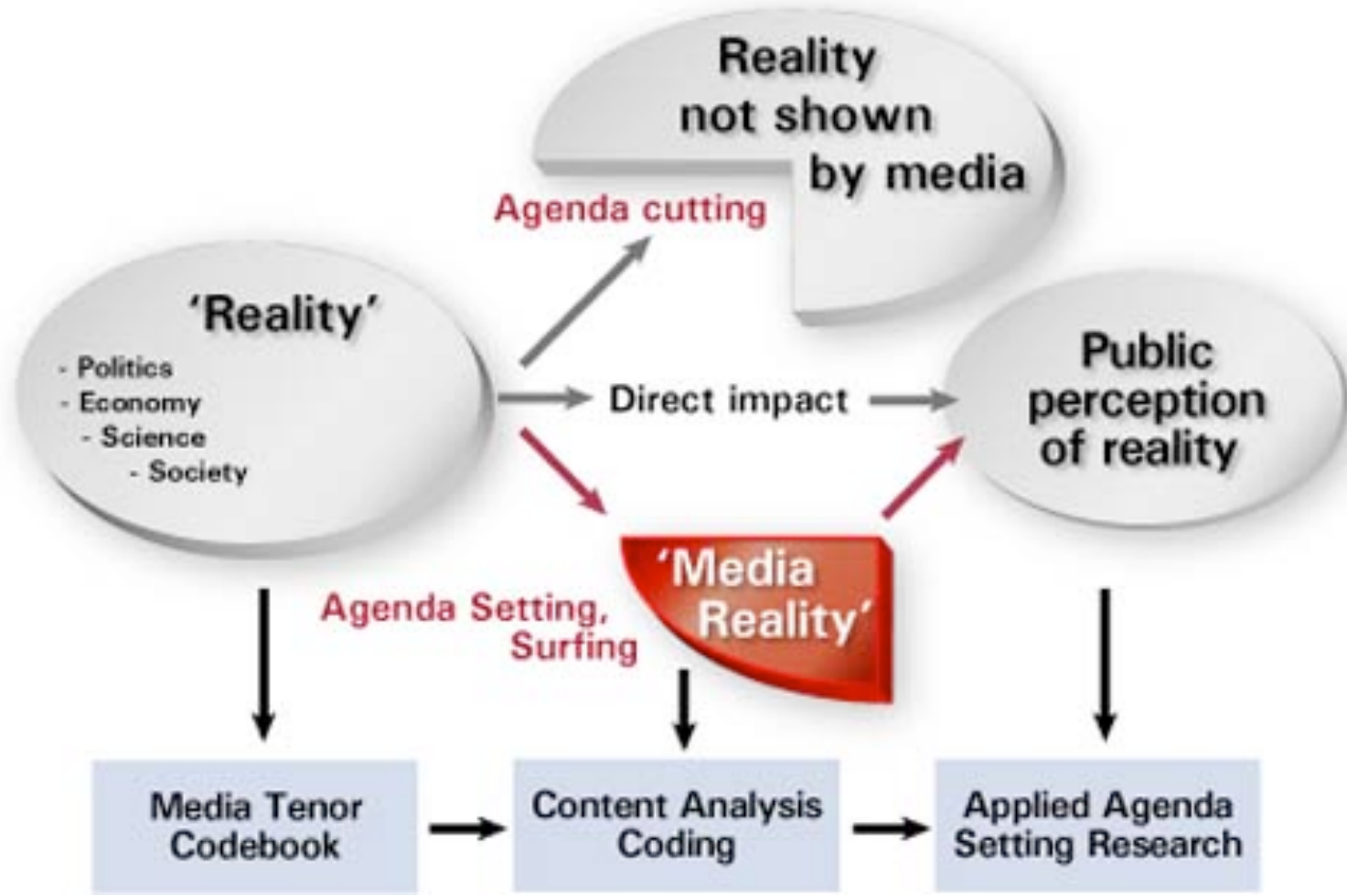
"The real environment is altogether too big, too complex, and too fleeting for direct acquaintance" between people and their environment. People construct a pseudo-environment that is a subjective, biased, and necessarily abridged mental image of the world, and to a degree, everyone's pseudo-environment is a fiction. People *"live in the same world, but they think and feel in different ones."*

"Man is learning to see with his mind vast portions of the world that he could never see, touch, smell, hear or remember"

"Pseudo-environment"

THE BASIS: TONE, STYLE, REGISTER

style of communication: the form in which the narrative is realised.

1. narrative-descriptive (denotative level, no multiple reading levels);

2. inferential-explicative (mainly explicit attempt to apply the author's categories of meaning to the narrated facts);

3. rhetorical-persuasive (strongly connotative narration, rich in figures of speech: one does not limit oneself to an explanation but wants to bring the reader to one's side by appealing to emotions, instincts, deep motions of the soul).

THE BASIS: TONE, STYLE, REGISTER

Tone of voice: set of devices that reveal the intentions and emotional connotations of a text.

1. argumentative-demonstrative (logical structure: hypothesis-unfolding-conclusion);

2. discursive-colloquial (in-depth presentation, lacking logical-rational development);

3. emotive-suggestive (may partly fall under the previous ones but is distinguished by the presence of rhetorical devices that appeal to the reader's emotional sphere).

PLANNING

5 W

WHO

WHAT

WHICH CHANNEL(S)

TO WHOM

WITH WHAT EFFECTS
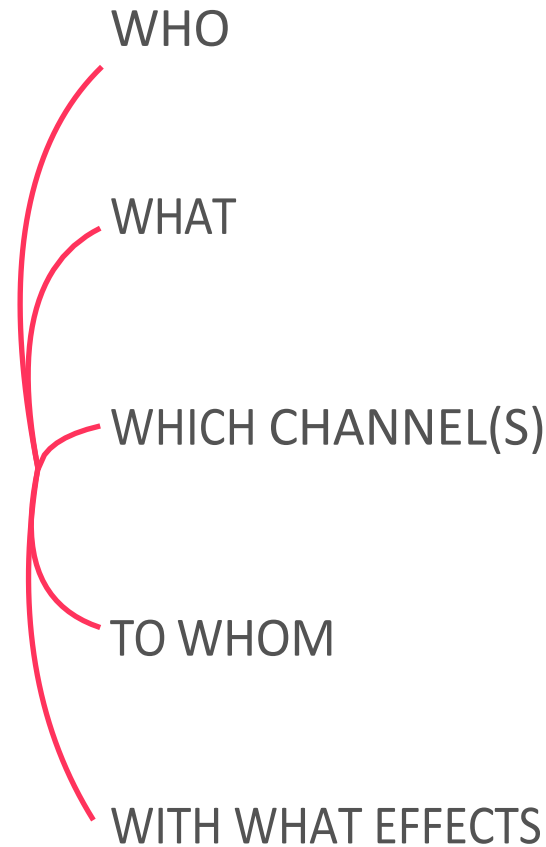
- TRANSFORMING OBJECTIVES INTO QQT (QUANTITY-QUALITY-TIME) INDICATORS

- **SPECIFIC**: MAXIMISE THE INDICATIVE PART OF THE INDICATOR AND MINIMISE THE EXTRANEOUS PART

- **MEASURABLE**: OPERATIONALISE THE INDICATOR APPROPRIATELY

- **AVAILABLE**: IT MUST BE ENSURED THAT TOOLS AND DATA USEFUL FOR CONSTRUCTING THE INDICATOR ARE ACCESSIBLE (AT REASONABLE COST/TIME)

- **RELEVANT**: THE INDICATORS MUST BE VALID, I.E. THEY MUST MEASURE EXACTLY WHAT THEY ARE DESIGNED FOR

- **TIME-BOUND**: IT MUST BE CLEAR WHEN THE SET TARGETS CAN BE ACHIEVED