

Chapter 8 - Qualitative Methods and Data Analysis

What do we mean by qualitative methods?

Participant Observation

Gathering data while developing a sustained relationship with individual or group while they go about their normal activities.

Three Types

- Complete Observation
- Participation and Observation
- Covert Participation

Ethnography

The study of culture or cultures that a group or people share

As a method, it refers to the process of the participant observation by a single investigator who immerses themselves into a group for an extended period of time.

Code of the Street by [Elijah Anderson](#).

Intensive Interviewing

Utilizes open-ended and unstructured questioning posed to uncover in-depth information regarding the respondents feelings, experiences and perceptions



(images: Inc. Magazine)

Focus Groups

Utilizes unstructured group interviews in which the group leader actively encourages group discussion among participants



Sampling

Theoretical sampling

Experience Sampling Method (ESM)

Note Taking

Primary method of recording participant observation data.



(images: giphy)

Writing Up Field Notes

These must be complete, detailed, and true.



(images: ThoughtCo)

Systematic Observation

Sampson & Raudenbush (1999) - “Systematic social observation of public spaces”

Researchers drove around slowly through neighborhoods and recorded the types of disorder in the neighborhoods.

1.) Physical disorder

2.) Social disorder

Qualitative vs Quantitative Data Analysis

Qualitative Data Analysis

- Focus on abstract understudied social phenomena (Exploratory)
- Rich data from few cases
- No pre-determined categories or directions

Quantitative Data Analysis

- Focus on quantifying social phenomena
- Relies on collect *a lot* of data
- Analyses, categories of data planned in advance

Qualitative vs Quantitative Data Analysis

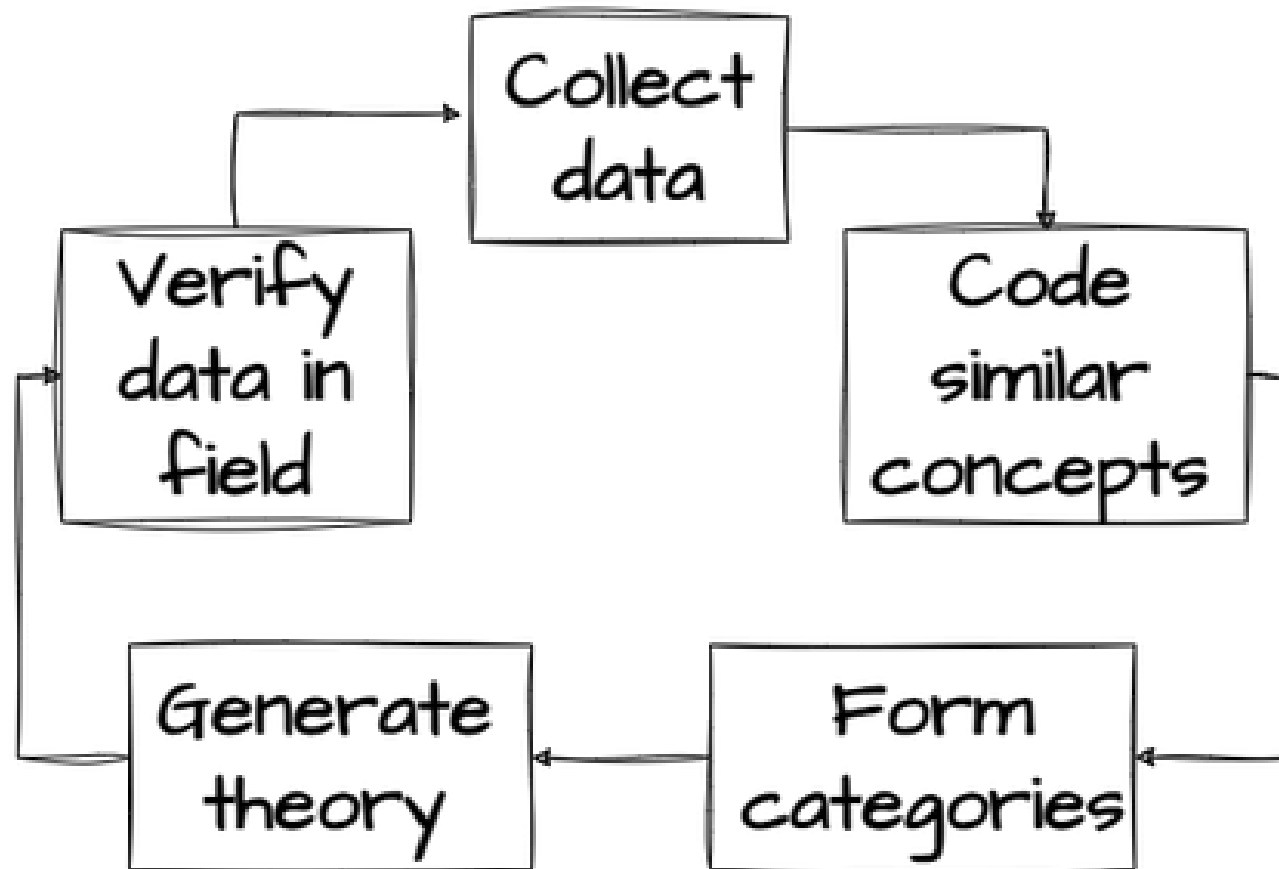
Qualitative Data Analysis

- Conclusions reflect sensitivity to the social situation being studied
- Goal is rich descriptions of the social world

Quantitative Data Analysis

- Conclusions aimed toward making generalizations
- Goal is valid & reliable measurement of specific variables

Grounded Theory



(images: [Justin Nix's Lecture](#))

Have a good weekend! Be sure to study!



(images: giphy)

