



Developing the Instrument

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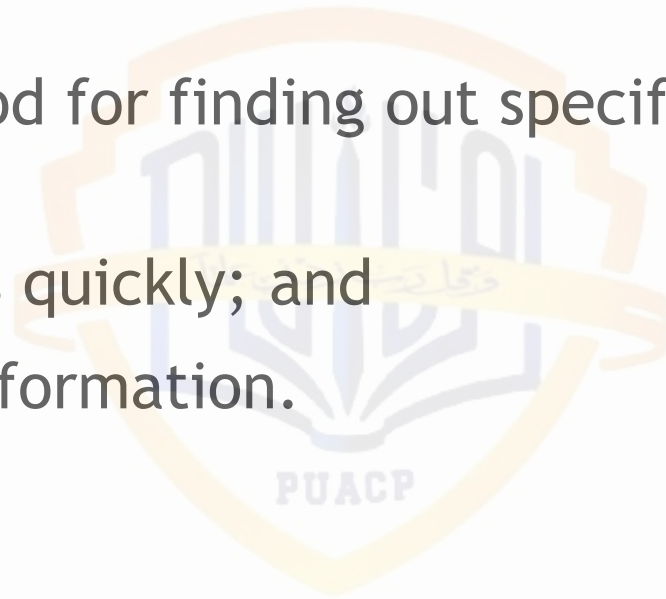
Close-ended questionnaire

- ▶ A closed question looks for specific facts and only often requires one word answer which can be yes or no or Likert scale response from 1 to 5.
- ▶ 1 strongly disagree
- ▶ 2 disagree
- ▶ 3 neutral
- ▶ 4 agree
- ▶ 5 strongly agree



Advantages of closed questions

- ▶ Closed questions are good for finding out specific information;
- ▶ Can help make decisions quickly; and
- ▶ Can help gather more information.



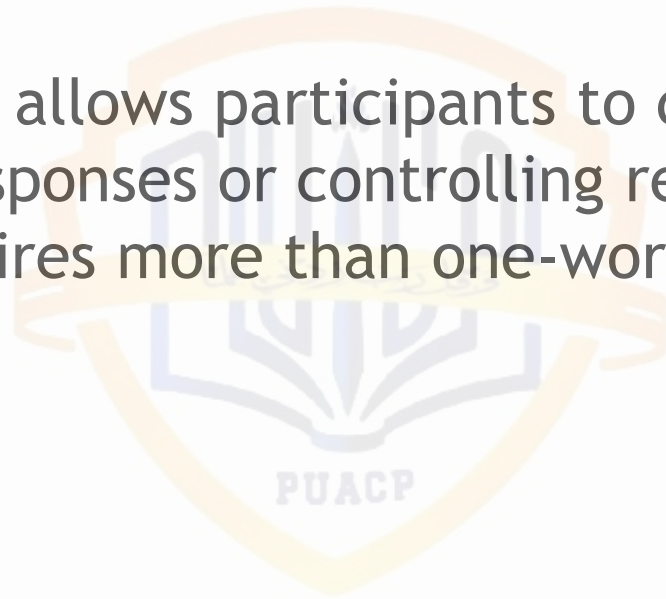
Disadvantages of closed questions

- ▶ Closed questions are not good when dealing with the respondents' perceptions.



Open-ended questionnaire

- ▶ An open-ended question allows participants to develop idea without limiting responses or controlling responses. The question often requires more than one-word answer.



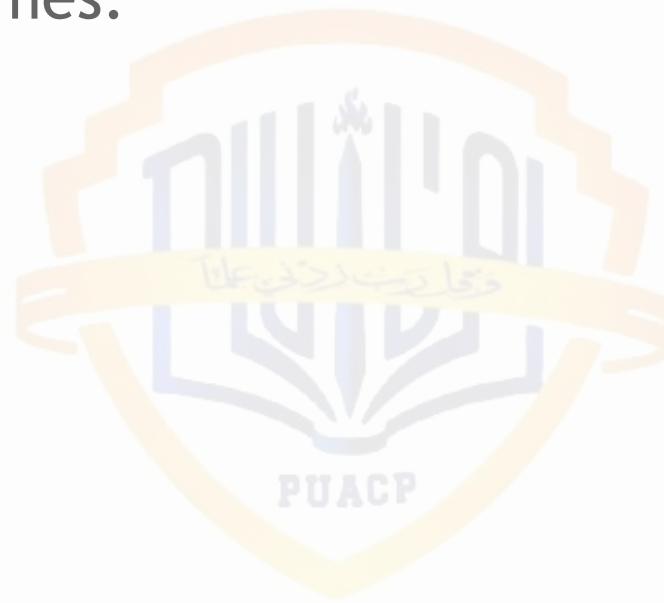
Advantages of open-ended questions

- ▶ Provides an in-depth response to a problem;
- ▶ Helps to develop hypotheses; and
- ▶ Helps to theorize.



Disadvantages of open-ended questionnaire

- ▶ Multiple responses; and
- ▶ Difficult to manage and organize the data for codes, categories, and themes.



Closed questions: Sample

- ▶ **Topic:** Discursive Practices and Communicative Strategies in the Tweets of Popular Politicians of Pakistan to Influence Youth Political Consciousness
- ▶ **Research Questions**
 1. What kind of discursive practices, in combination with communicative strategies, are employed by the politicians in their tweets to engage political youth in day-to-day issues and discussions?
 2. How do young adults structure their response to the politicians' tweets and their digital interaction with the peers?
 3. Whether or not there is an impact of the politicians' discursive practices and communicative strategies on the youth political consciousness?

Open questions sample

- ▶ **Topic:** Ecological Worldviews of Multilingual Pakistani Speakers for Promoting Ecosolidarity: A Qualitative Analysis
- ▶ **Research Questions**
 1. In what ways do the five major languages in Pakistan exhibit linguistic resources that might help their speakers understand codes and forms of ecological problems?
 2. What changes might the five major Pakistani languages employ to inform a greater biocentric worldview that can lead to and promote greater ecosolidarity in the country?

Thematic Analysis of qualitative data

- ▶ Text, codes, categories and themes



Types of Data

- ▶ Interviews
- ▶ Observations
- ▶ Focus Group
- ▶ Visual
- ▶ Virtual



Readings

- ▶ Qualitative content analysis (pp. 170 to 183)
- ▶ Discourses and discourse analysis (pp. 341-183)

Source: Flick, U. (Ed). *The Sage handbook of qualitative data analysis*. Los Angeles: Sage Publication.