

Measurement

An organization has a growing concern that recent policy changes have led to dissatisfaction and anxiety among staff. They contract out to your organization, asking you to identify levels of dissatisfaction and factors that seem to make dissatisfaction greater.

What is our problem of practice/research question here?

They contract out to your organization, asking you to identify levels of dissatisfaction and factors that seem to make dissatisfaction greater.

“How dissatisfied are the employees with the organization’s policy changes and are there identifiable factors that make some folks more dissatisfied?”

Approaches

Qualitative

- Focus groups
- Employee interviews

Quantitative

- Descriptive Statistics
 - Satisfaction/dissatisfaction
 - Non-identifiable factors

Which approach is better at addressing this problem?

Yes, probably.

Quantitative/Descriptive approach/Surveys

Pros

- Getting data can be quite easy
 - Particularly for larger organizations
- Does not take a lot of time
 - Just answering questions!
- Answers can be fast
 - The calculations don't change

Cons

- It can be TOO easy
 - Too much data to know what to do with
- Can take too long
 - If management does not prioritize
- Answers can be slow
 - Again... priorities

Qualitative/Focus Group

Pro

- Open-ended
 - Allows for more dynamic information gathering.
- Better resolution
 - More details can be gleaned
- Reinforces comradery
 - Peers discussing similar issues

Con

- Can go off the rails
 - Relies heavily on the moderator's skill and training to stay on track
- Less structured information
 - Open to interpretation biases
- Interpersonal conflicts
 - Peers or cross hierarchy?

Obvious thing is obvious.

Why use both?

- Each method has its own pros/cons
 - Unique biases
- Convergence reduces our uncertainty
 - More confident when two rulers give the same value rather than the same ruler giving the same value.
 - “We can be more certain it’s a number.”

