



A Glance of Other Small-N Methods

Design Political Research: Week 13

Yue Hu

Interview



- Goal: Collective information
- Method: Strategic communication (guiding and listening)

- Outcome:
 - Open answers
 - Messy details
 - Contradictory points
- Technique
 - Safe environment
 - More listening, less talking
 - Design the interview strategy + pilots
- Be prepared



Interview 2.0: Focus Group



Design

1. Size: 5–15
2. Subjects read or watch something.
3. Researcher ask the questions.
4. Subjects express the feelings and opinions.

Pros:

1. Real-life environment
2. Flexibility
3. Low cost

Cons:

1. Non-privacy-protection
2. Who lead the talk?
3. No SUTVA
4. Selection interviewees

Content analysis

A Jury of Her Peers
by Susan Glaspell

When Martha Hale opened the storm-door and **got a lot of the north wind**, she ran back for her big woolen scarf. As she hurriedly wound that round her head her eye made a scandalized sweep of her kitchen. **It was no ordinary thing that caught her away**—it was probably further from ordinary than anything that had ever happened in Jackson County. **But when her eye took in what her kitchen was in she shook her head, her hand all ready for mopping, half the floor silted and half scuffed.**

She hated to see things half done, but she had been at that when the team from town stopped to get Mr. Hale, and then the sheriff came running in to say his wife wished Mrs. Hale would come along too — adding, with a grin, that he guessed she was getting scary and wanted another woman along. So she had dropped everything right where it was.

"Martha!" now came **her husband's impatient voice**. "Don't keep folks waiting out here in the cold."

She again opened the storm-door, and this time joined the three men and the one woman waiting for her in the big two-seated buggy.

After she had the robes ticked around her she took another look at the woman who sat beside her on the back seat. She had met Mrs. Peters the year before at the county fair, and the thing she remembered about her was that she didn't seem like a sheriff's wife. **She was small and thin and didn't have a strong voice.** Mrs. Gorman, sheriff's wife before Gorman went out and Peters came in, had a voice that somehow seemed to be backing up the law with every word. But if Mrs. Peters didn't look like a sheriff's wife, Peters made it up in looking like a sheriff. He was to a dot the kind of man who could get himself elected sheriff—a heavy man with a big voice, who was particularly genial with the law-abiding, as if to make it plain that he knew the difference between criminals and non-criminals. And right there it came into Mrs. Hale's mind, with a stab, that this man who was so pleasant and lively with all of them was going to the Wrights' now as a sheriff.

[Expanded Page](#)

Legend:
C (yellow)
F (green)
S (pink)
T (orange)
SYM (blue)
? (purple)

Handwritten Annotations:
⑤ cold!
① half!
③ Mrs. H. hates 1/2 done!
③ Mr. H's attitude
③ Mrs. Peters

Content Sampling

- Terminology:
 - Content analysis: 100 and below
 - Text analysis: above 100 (usually above 1,000)
 - Unit of analysis?
- Sampling technique
 - Convenient sample
 - Stratification
 - Clustering

Coding

- Manifest content
- Latent content
- Online assistance: [CATMA](#) or eMargin

Example from CATMA

The screenshot displays the CATMA software interface. The main window shows a document titled "顺民意•谋民利•得民心" (Following the People's Will, Seeking the People's Benefit, Gaining the People's Heart) with a date of 2003/12/02 and a version of 第9版(理论) (9th Edition (Theory)). The document is from the column "思想纵横" (Thoughts and Views). The text is annotated with colored tags: blue for "顺民意", green for "谋民利", and red for "得民心". The annotations are applied to the title, the author's name "林玉平", and several sentences in the main text. The sidebar on the right shows the "Active Tagsets" and "Active Markup Collections" tabs. Under "Active Markup Collections", there is a button "Open Markup Collection(s)". Below this, the "Markup Collections" list includes "User Markup Collections" and "Static Markup Collections". A "Close Reading" button is also visible. At the bottom of the sidebar, there is a "Writable Markup Collection:" section with a "Close Reading" button. The bottom of the main window features a navigation bar with buttons for "Analyze Document", "page size zoom", and a slider for zooming from 1 to 100.

顺民意•谋民利•得民心
2003/12/02
第9版(理论)
专栏: 思想纵横

顺民意•谋民利•得民心
林玉平

“马克思主义政党的理论路线和方针政策以及全部工作, 只有顺民意、谋民利、得民心, 才能得到人

顺民意, 就是顺从人民的愿望和要求; 谋民利, 就是为人民谋取利益、带来实惠; 得民心, 就是赢得

顺民意, 就要权为民所用, 坚持从群众中来、到群众中去, 倾听群众呼声, 反映群众意愿, 集中群众

谋民利, 就要利为民所谋, 实现好、维护好、发展好最广大人民的根本利益。谋民利, 是执政的本

得民心, 就要情为民所系, 始终与人民群众同呼吸、共命运、心连心, 乐民之所乐、忧民之所忧, 在

Active Tagsets Active Markup Collections

Open Markup Collection(s)

Markup Collections T:

▼ User Markup Collections

► Close Reading

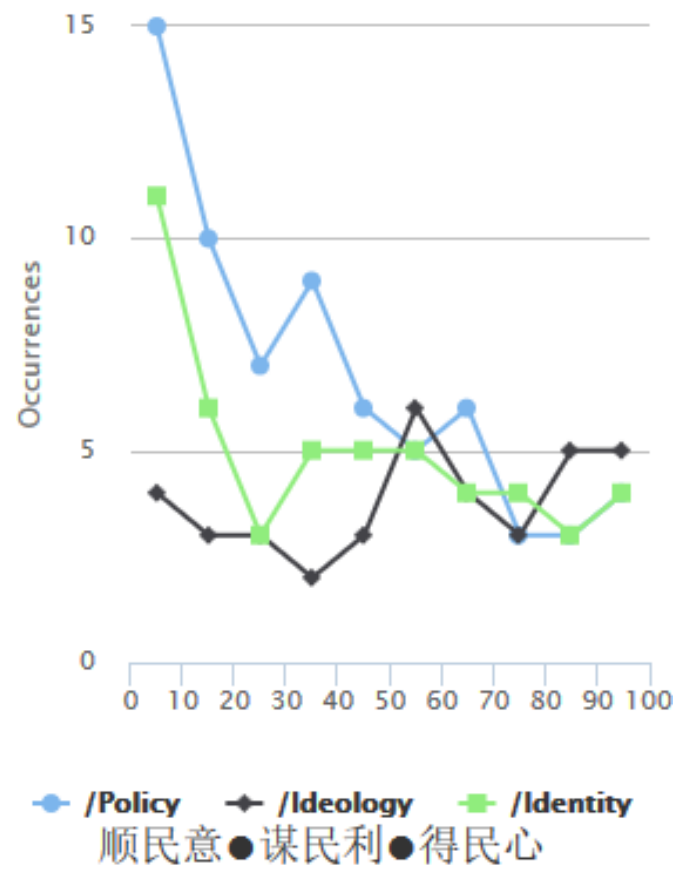
► Static Markup Collections

Writable Markup Collection:
Close Reading

Tag Instance Color

► Ideology

Analyze Document page size zoom 1 100



When should you use?

Pros

- Economy
- Allowing correction
- Overtime survey
- Third party

Cons

- Limited content
- Limited scale
- Subjective consistency

Qualitative Data Processing

Coding

- Open coding
- Axial coding



- Selective coding



Lab notes

Keep records!!

- Code notes
- Theoretical notes
- Operational notes

Let computer help you!

