



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

Legend:

- C (Yellow)
- F (Green)
- S (Pink)
- T (Orange)
- SYM (Blue)
- ?

Text:

A Jury of Her Peers
by Susan Glaspell

When Martha Hale opened the storm-door and got a bit 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 mischief, half the floor tilted and half covered.

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 tucked 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' case as a sheriff.

Handwritten Notes:

- cold! (S)
- half! (T)
- Mrs. H. hates 1/2 done! (C)
- Mr. H's attitude (C)
- Mrs. Peters (C)

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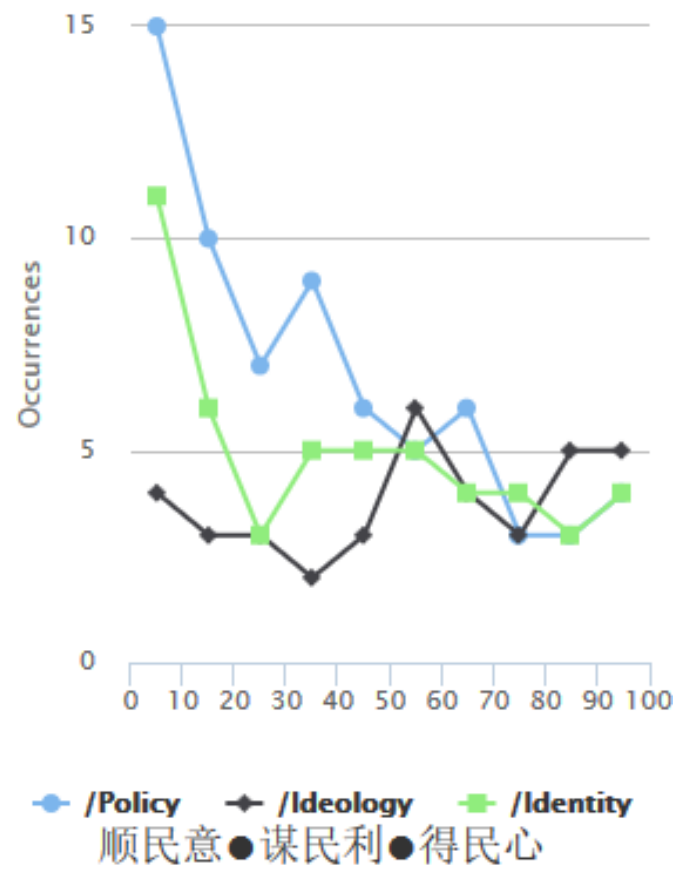
Content Sampling

- 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



When should you use?

Pros

- Economy
- Allowing correction
- Overtime survey
- Third party

Cons

- Limited content
- Limited scale
- Subjective consistency

A Taste of Text Analysis

[Google Ngram Viewer](#)

Qualitative Data Processing

Coding

- Open coding
- Axial coding



- Selective coding



Lab notes

Keep records!!

- Code notes
- Theoretical notes
- Operational notes

Let computer help you!

