SUMMER SEMINAR SERIES

104: Qualitative Data: Collecting & Coding

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Agenda

1. Introduction to Qualitative Methodology
2. Collecting Qualitative Data
3. On the topic of Subjectivity...
4. Analyzing Data and Sharing Results
5. Q&A

Learning Outcomes

1. Participants will be able to describe the difference between qualitative and quantitative data collection methods.

2. Participants will be able to code qualitative data. [This will take more experience but we will begin practicing today!].

3. Participants will be able to identify strategies for identifying their own subjectivity in an assessment or evaluation project.

What is Qualitative Methodology?

- A broad approach encompassing many research methods.
- Inductive approach to generating novel insights into phenomena that are **difficult to quantify**.

Systematic Collection → Organization → Interpretation

…of textual information

Fundamentals of Qualitative Methodology

- Meaning, not numbers
- Capturing some aspect of social or psychological life
- Putting an organizing framework on the messiness of real life.
- You can also use a qualitative approach to both Evaluation and Assessment. It is all about what METHOD you use…

Qualitative vs. Quantitative

Qualitative

- Subjective
- Holistic
- Phenomenological
- Descriptive
- Naturalistic
- Inductive

Quantitative

- Objective
- Reductionist
- Scientific
- Experimental
- Contrived
- Deductive

Collecting Qualitative Data

- Individual Interviews
- Focus groups
- Observation
- Document review

Inductive vs. Deductive Reasoning: https://www.youtube.com/watch?v=VXW5mLE5Y2g&ab_channel=Shmoop

Exercise → Reflexivity

You and your partner are about to conduct focus groups with students about…

- Collegiate Athletics, *or*
- Sense of Belonging, *or*
- Alcohol Policy Violations

Choose one topic and…

1. Identify at least 3 factors that may lead a participant to have presumptions about you.
2. Identify at least 3 factors that may affect the way you conduct the focus group and interpret the results.

How do you code qualitative data?

Systematic Collection → Organization → Interpretation

https://www.youtube.com/watch?v=YP3yAX5w6x8&ab_channel=NicoleKipar

Exercise: Coding Real Data!

The sheet you just received is actual data from a recent Alumni Journey Survey. These are a portion of the responses the survey received for the prompt: ***What I liked most about UC Merced.***

Code the data using the following codes:

Faculty
Students/Community
Resources
Campus Features

Key Findings

The thematic analysis revealed three overarching themes describing the CCC clinicians' experiences working with FGCS:

Systemic Obstacles	Common Presenting Concerns	Building on Resilience.
• family of origin, • lack of preparation, • lack of social and financial resources, and • mental health stigma	• academic distress and • imposter feelings	• FGCS resilience, • treatment approaches, and • training needs

1st Key Finding: Systemic Obstacles

Lack of preparation

Participants not only noted familial stressors but they also discussed the lack of preparation for college during K-12 years. FGCS arrived on college campuses without an understanding of what to expect. FGCS:

"would come with the expectation that it is a job training and so when they're taking a general philosophy class…they don't understand why, they don't understand the purpose".

"maybe are from lower socioeconomic status backgrounds and maybe felt like their education prior to college didn't prepare them well enough that they sort of feel a bit disenfranchised being at college"

Thank You!

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