**Resources for Chapter 15**

*Examples of research using unobtrusive measures (p.349)*


Webb, T. L. (2011). Advice-taking as an unobtrusive measure of prejudice. *Behavioral Research Methods, 43*(4), 953-63. doi:10.3758/s13428-011-0122-8. A new unobtrusive measure of prejudice is proposed based on an advice-taking task. The computer-based task requires participants to find a token hidden behind one of two boxes. Prior to making their choice, however, someone (depicted by a name or a face) provides advice as to the token's location. An unobtrusive measure of prejudice is derived by manipulating the advice-giver's social group (e.g., male or female, Asian or White) and comparing the proportions of advice taken from each group.
Examples of content analyses of text-based documents (p.352)


Examples of content analyses of non-text-based ‘documents’ (p.352)


Heuer, C. A., McClure, K. J., & Puhl, R. M. (2011). Obesity stigma in online news: A visual content analysis. *Journal of Health Communication, 16*(9), 976-987. doi:10.1080/10810730.2011.561915 This study conducted a content analysis to examine the types of images that accompany online news stories about obesity and to determine how obese people are portrayed in news photographs.
Computer aids to content analysis (p.357)

1 **CATPAC** ([http://www.terraresearch.com/](http://www.terraresearch.com/)) Reads text files and produces a variety of outputs ranging from simple diagnostics (e.g., word and alphabetical frequencies) to a summary of the ‘main ideas’ in a text. It uncovers patterns of word usage and produces such outputs as simple word counts and cluster analyses. An add-on program called Thought View can generate two and three-dimensional concept maps based on the results of CATPAC analyses (one especially neat feature of Thought View allows users to look at the results through 3-D glasses!).

2 **Concordance** ([http://www.concordancesoftware.co.uk/](http://www.concordancesoftware.co.uk/)) A flexible text analysis program which lets you gain better insight into e-texts and analyse language in depth. You can make concordances, word lists, and indexes from electronic text, count word frequencies, find phrases, see word collocations, and more.

3 **Diction** ([http://www.dictionsoftware.com](http://www.dictionsoftware.com)) Diction 7.0 contains a series of built-in dictionaries that search text documents for 5 main semantic features (Activity, Optimism, Certainty, Realism and Commonality) and 35 sub-features (including tenacity, blame, ambivalence, motion, and communication). After the user’s text is analyzed, Diction compares the results for each of the 40 dictionary categories to a ‘normal range of scores’ determined by running more than 20,000 texts through the program. Users can compare their text to either a general normative profile of all 20,000-plus texts or to any of 6 specific sub-categories of texts (business, daily life, entertainment, journalism, literature, politics, scholarship) that can be further divided into 36 distinct types (e.g., financial reports, computer chat lines, music lyrics, newspaper editorials, novels and short stories, political debates, social science scholarship). In addition, Diction outputs raw frequencies (in alphabetical order), percentages, and standardized scores; custom dictionaries can be created for additional analyses.

4 **General Inquirer** ([http://www.wjh.harvard.edu/~inquirer/](http://www.wjh.harvard.edu/~inquirer/)) The online version of the General Inquirer provides a simple and quick way to do a computer text analysis - simply visit the site, type
or paste some text into a box, click submit, and your text will be analyzed. It codes and classifies
text using the Harvard IV-4 dictionary, which assess such features as valence, Osgood's three
semantic dimensions, language reflecting particular institutions, emotion-laden words, cognitive
orientation, and more. The program also returns cumulative statistics (e.g., simple frequencies for
words appearing in the text) at the end of each analysis.

5 TextQuest (http://www.content-analysis.de/2007/10/01/textquest.html) A program designed for
the analysis of texts in the humanities and the social sciences. It performs text analysis, indexing,
concordance, KWIC (Key Word in Context), KWOC Keyword Out of Context), readability analysis,
personality structure analysis, word lists, word sequence, word permutation, stylistics, and more.

6 README (http://gking.harvard.edu/readme) A method of computerized content analysis for
comparing large sets of documents coded into investigator-chosen categories (derived from hand
coding of a small subset of documents) which does not depend on the hand coded subset being a
random sample.

(Programs 1-5 are selected from an extensive list compiled by Paul Skalski as part of Kimberly A. Neuendorf's
‘Content Analysis Guidebook Online’ available from http://academic.csuohio.edu/neuendorf_ka/content/)
Examples of research involving a data archive (p.359)


Examples of research using administrative records (p.361)


Robson, C., Sebba, J., Mittler, P., & Davies, G. (1988). *Inservice training and special educational needs: Running short school-focused courses*. Manchester: Manchester University Press. Includes an evaluation of the EDY training package on the use of behavioural techniques in the education of persons with severe learning difficulties. A main aspect of the evaluation involved a substantial postal survey of persons who had completed the course, and their instructors. The instructors of persons who had successfully completed the course had been, since its inception, invited to send in a request form to the sponsoring institution for a certificate. The form incorporated information which was analysed as part of the evaluation.
Examples of simulation studies (p.362)


Navon, D. (2003). The paradox of driving speed: Two adverse effects on highway accident rate. *Accident Analysis and Prevention, 35*(3), 361-367. doi:10.1016/S0001-4575(02)00011-8 Whereas speeding is known to be a substantial risk factor in driving, there is no unequivocal evidence that accident rate on limited-access motor highways is considerably affected by average speed or by speed limits meant to regulate it. A simulation to test the explanation that accident-prone interactions between cars occur when they pass each other. Such interactions are shown here to happen more frequently, the lower average speed is. High speed limits contribute to increase in average speed, reducing the number of such interactions, partly moderating the negative effect of speed on the driver’s ability to avoid an impending accident.


Melrose, S., & Gordon, K. (2011). Overcoming barriers to role transition during an online post LPN to BN program. *Nurse Education in Practice, 11*(1), 31-35. doi:10.1016/j.nepr.2010.06.002 A qualitative descriptive study which explored Canadian Post Licensed Practical Nurse to Bachelor of Nursing (Post LPN to BN) students' perceptions of their experiences during their education using a personal construct approach.


Examples of the use of verbal protocols (p.364)


Walker, G. H., Stanton, N. A., & Salmon, P. M. (2011). Cognitive compatibility of motorcyclists and car drivers. *Accident Analysis & Prevention, 43*(3), Issue 3, 878-888. doi:10.1016/j.aap.2010.11.008 Incompatibility between different types of road user is a problem that previous research has shown to be resistant to a range of interventions. Cars and motorcycles are particularly prone to this. Insight is provided in this paper by a naturalistic method using concurrent verbal protocols and an automatic, highly reliable semantic network creation tool.
Examples of research using the Delphi and nominal group techniques (p.365)


Riley, W., Briggs, J., & McCullough, M. (2011). Estimating the financial resources needed for local public health departments in Minnesota: A multimethod approach. *Journal of Public Health Management and Practice, 17*(5), 412-420. doi:10.1097/PHH.0b013e3182053f04 Based on a multimethod analysis consisting of 3 approaches to estimate gaps in local public health funding consisting of (1) interviews of selected local public health leaders, (2) a Delphi panel, and (3) a
Nominal Group Technique. On the basis of these 3 approaches, a consensus estimate of funding gaps was generated for statewide projections.

Examples of research using the critical incident technique (p.366)


Radford, M. L. (2006). The critical incident technique and the qualitative evaluation of the connecting libraries and schools project. *Library Trends, 55*(1), 46-64. Analysis of critical incidents from students regarding their perceptions of interactions with urban public librarians and library staff.
Examples of research using vignettes (p.367)


Examples of research using Q methodology (p.370)


Examples of research using visual methods (p.371)


Discusses the use of children's drawings as a means of understanding their perspectives, and the use of drawings as a tool of child and youth empowerment.


Seeks to demonstrate the potential of visual methods and provides examples of their value with specific reference to a study of public environments appropriated by injecting drug users in an urban location.


A case study which provides an insight into the strengths, weaknesses and difficulties of mixed method visual research.

Quinn, G. P., Albrecht, T. L., Mahan, C., Bell-Ellison, B. A., Akintobi, T. H., Reynolds, B., & Jeffers, D. (2006). The photo essay: A visual research method for educating obstetricians and other health care professionals. *The Qualitative Report, 11*(2), 229-250. To help physicians see how factors in their offices and clinics can affect service utilization, the photo essay, a visual qualitative research strategy was developed using low-income minority and disenfranchised women who had recently given birth or were near to giving birth.
Examples of research using discourse and conversation analysis (p.372-373)

Cloyes K. G. (2007). Prisoners signify: A political discourse analysis of mental illness in a prison control unit. *Nursing Inquiry, 14*(3), 202-211. An analysis of the accounts of US prisoners diagnosed with mental illness housed in control units (the most restrictive form of confinement in the US prison system). It is suggested that a critical awareness of the powerful discourses at work in this field could lead to better, more relevant, services.


Flinkfeldt, M. (2011). ‘Filling one’s days’: Managing sick leave legitimacy in an online forum. *Sociology of Health and Illness, 33*(5), 761–776. doi:10.1111/j.1467-9566.2011.01330.x Staying at home from work is a common consequence, and what ‘ill’ people do while at home then becomes accountable. This article explores online discourse about the kinds of activities people engage in when on sick leave. It employs a discursive psychological framework for analysis, drawing heavily on conversation analysis.


Marston, G. (2004) Managerialism and public housing reform. (2004) *Housing Studies, 19*, 5-20. Critical discourse analysis was used to examine how managerialism was assimilated and/or creatively resisted by different actors within the public housing policy community.

Analysis of the discursive practices of scientists engaged in controversial science in their narrated accounts of encounters with activists.

Examples of research using narrative analysis (p.374)


Claims that narrative approaches provide important insights into the reasons why young people do or do not experience difficulties in keeping to the necessary regime.


Examines the case of a small business manager and the value he gave to a mentoring intervention demonstrated by the use of what they termed 'narrative evaluation'. His initial reservations about the value of the programme are revealed rhetorically through a range of arguments. After such doubts, through a process of conversation, the story reveals how the manager was able to find value from mentoring.

Pavlish, C. (2007). Narrative inquiry into life experiences of refugee women and men. *International Nursing Review, 54*(1), 28-34. Examination of meaningful life experiences as narrated by women and men Congolese refugees in a refugee camp in Rwanda. It is claimed that listening to refugee voices in narrated life experiences provides an opportunity for nongovernmental organizations to create programmes and services that pertain closely to refugees' life experiences.


The report focuses on the client-practitioner engagement process during the first session in cross-cultural therapy. Nine cases with complete pre- and post-treatment measures, process measures, and verbatim session transcripts were selected. Client-practitioner interaction processes were subject to complex coding and process analysis, following a narrative research strategy.


Examples of research using phenomenological and hermeneutic methods (p.377)

Alerby, E. (2003). ‘During the break we have fun’: A study concerning pupils’ experience of school. *Educational Research, 45*(1), 17–28. doi:10.1080/0013188032000086091 A phenomenological study seeking to throw light on pupils’ experience of school (through creative activity in the form of the production of drawings, combined with subsequent oral comments) and to interpret the meaning of their experiences.


Paterson, M., & Higgs, J. (2005). Using hermeneutics as a qualitative research approach in professional practice. *The Qualitative Report, 10*(2), 339-357. A study which explores the value of hermeneutics as a credible, rigorous, and creative strategy to address aspects of professional practice that need to be flexible, adaptable to particular needs, and justifiable in the contexts of evidence-based as well as client-centred practice.
Examples of research using the Internet for data collection (p.381)

Flinkfeldt, M. (2011). ‘Filling one’s days’: Managing sick leave legitimacy in an online forum. Sociology of Health and Illness, 33(5), 761–776. doi:10.1111/j.1467-9566.2011.01330.x Staying at home from work is a common consequence, and what ‘ill' people do while at home then becomes accountable. This article explores online discourse about the kinds of activities people engage in when on sick leave. It employs a discursive psychological framework for analysis, drawing heavily on conversation analysis.

Hunt, N., & McHale, S. (2007). A practical guide to the e-mail interview. Qualitative Health Research, 17(10), 1415-1421. doi:10.1177/1049732307308761 Review of the issues surrounding the use of the e-mail interview, with a concrete example of its use, that of interviewing people with alopecia areata regarding psychological issues associated with the disorder.


Examples using the Internet as a topic for research (p.382)


Greenfield, P. M., & Subrahmanyamb, K. (2003). Online discourse in a teen chatroom: New codes and new modes of coherence in a visual medium. Applied Developmental Psychology, 24(6), 713-738. doi:10.1016/j.appdev.2003.09.005 Describes how participants in an online teen chatroom adapt to the unique features of chat environments to achieve conversational coherence and create a new communicative register. Typically, online chat conversations have several topics being discussed simultaneously, and participants’ contributions do not follow the turn-taking sequence found in face-to-face or telephone conversations.

Hookway, N. (2008). ‘Entering the blogosphere’: Some strategies for using blogs in social research. Qualitative Research, 8(1), 91-113. doi:10.1177/1468794107085298 Blogs have become a significant feature of online culture during the last decade. Practical, theoretical and methodological issues that arise from this are discussed together with key ethical issues involved in blog data collection.

both the construction of (collective and individual) identities and ‘information age’ sports fan democracy.
Unobtrusive measures


Short but very clear with wide coverage.


Documentary research

McCulloch, G. (2004). *Documentary research: In education, history and the social sciences* (2nd ed.). London: Routledge Falmer. Explores the wide range of documentary source material available for researchers in the social sciences including policy reports, autobiographies, diaries, committee papers, correspondence, school magazines, textbooks, log books, newspapers, local registers and visual sources such as photographs and paintings. Emphasizes new approaches to the study of such sources, and on ways in which they may be studied in combination either with each other or with different research strategies such as interviews, surveys and questionnaires.


Content analysis

Colin Robson & Kieran McCartan, Real World Research, Fourth Edition


**Simulation**


**Repertory grid techniques**


**Verbal protocols**


and


**Nominal Groups and the Delphi method**


**Critical incident technique**


**Q methodology**


**Visual research methods**


Prosser, J. (Ed.) (1998) *Image-based research: A sourcebook for qualitative researchers*. London: Falmer Press. Diverse in content offering insights into disciplinary (e.g. visual anthropology, visual sociology and psychology) and interdisciplinary approaches. Five chapters are case studies with an education theme.


**Discourse and conversation analysis**


**Narrative, biographical and life history research**


**Meta-Analysis**


Phenomenological and hermeneutic Methods


Internet-based research


**Feminist research methods**


As this chapter covers a wide range of different methods you are recommended to seek further reading on particular methods by using the lists of texts provided above in the appropriate section of the website for this chapter.