

**Qualitative Research
Spring 2004**

Instructor: Gery Ryan	Time & Place:
<i>email:</i> gery@rand.org	<i>Time:</i> Tues. 11:00 – 12:30; Thurs. 12:15 – 1:45
<i>Phone:</i> (310) 393-0411 x7925	<i>Location:</i> RGS Classroom, 2730
<i>Office:</i> 2193	<i>Dates:</i> March 30 th – June 11 th
	Office Hours: To be determined

Description: Qualitative data come in all shapes, sizes, and levels of complexity. Methods for obtaining them include expert interviews, focus groups, open-ended surveys, medical charts, unobtrusive observations, and field notes (to name just a few). Qualitative data are generated from small samples of unstructured, in-depth interviews, and from large samples of open-ended surveys. Qualitative data can be analyzed and used in a variety of ways. This course provides an overview of a wide range of techniques for collecting and analyzing such data. Examples are drawn from research in health, education, the military, and private enterprise. (Note: This course counts towards the social science requirement.)

Course requirements: This course has two goals: 1) to expose participants to a wide range of qualitative data collection and analysis techniques, and 2) to provide some guidance as to when and under what circumstances such techniques might be useful. To achieve these goals, we will rely on weekly assigned readings, presentations, and class discussions. Participants will write short abstracts on two of the key articles assigned for the week and will submit two methodologically provocative questions. Abstracts and questions are due by email BEFORE class at the beginning of each week. In addition, participants will submit a research proposal that uses qualitative methods and take a final exam. The proposal should begin with a *brief* (1 page only) literature review that clearly outlines the set of exploratory *and* confirmatory research questions to be addressed. The remainder of the proposal should provide a detailed description (and justification) of the strategies to be used in the sampling, collection, management, and the analysis steps of the investigation. On the final exam, participants will be asked to compare and contrast different techniques and to solve hypothetical research problems. Final exam questions will be distributed at beginning of the quarter and should be seen as a learning opportunity as well as an evaluation tool. The final exam is due at 5 pm on June 10th. Grades will be determined based on class participation (20%), abstracts and questions (20%), a detailed research proposal using qualitative methods (30%), and a final exam (30%).

Required Readings: Articles will be available at the RAND library to be photocopied. When possible, I will post articles to the web.

Recommended Reference Texts:

- Bernard, H.R., 2002. *Research Methods in Cultural Anthropology, 3rd Edition*. Sage Publications.
- Dey, I. 1993. *Qualitative Data Analysis: A User Friendly Guide for Social Scientists*. London: Routledge.
- Krippendorff, K. 1980. *Content Analysis: An Introduction to its Methodology*. Beverly Hills, CA: Sage Publications.
- Miles, M.B., & A.M. Huberman. 1994. *Qualitative Data Analysis: an Expanded Sourcebook, 2nd Edition*. Thousand Oaks, CA: Sage Publications.
- Strauss, A., and J. Corbin. 1990. *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*. Newbury Park, CA: Sage Publications, Inc.
- Weller, S.W. & A.K. Romney, 1980. *Systematic Data Collection*. Thousand Oaks, CA: Sage Publications.

Sections & Topics Covered

* = Required reading
Readings are subject to change.

I The Basics

Week 1 (March 29 - April 2)

Class Logistics

Overview of Qualitative Research (*Ryan & Bernard 2000)

General Collection Techniques (*Bernard et al. 1986, Weller & Romney 1980)

Gery's Overheads: [1](#)

Week 2 (April 5 - 9)

Interviewing

Unstructured Interviewing (*Bauman & Adair 1992)

Structured Interviewing (*Weller 1998; *Borgatti 1998, Weller & Romney 1980)

Semi-structured Interviewing (*Spradley 1979:55-91; Gorden 1992)

Prompts (*Bernard 2002, Chapter 9, 203-239)

Focus groups (*Agar & MacDonald 1995, *Krueger & Casey 2000, Morgan & Krueger 1998)

Data preparation and transcription (*McLellan 2003)

Other key references: (Sudman & Bradburn 1982, Fowler 1995, Agar 1996, Press & Schuman 1995- Chapter 3, Becker 1998, Bernard 2002)

Gery's Overheads: [2](#)

Week 3 (April 12-16)

Identifying Themes (*Jehn & Doucet 1996, 1997, Ryan & Bernard 2003)

Building and Applying Codebooks (*MacQueen et al. 1998, *Carey et al. 1996)

Describing Themes & Making Comparisons

Gery's Overheads: [3](#)

Week 4 (April 19-23)

Making Comparisons

Building & Testing Models

Negative Case Analysis (Becker et al. 1961:37-45, *Dey 1993:226-233, *Denzin, 1979:194-199, Ragin 1987)

Hypothesis testing

Gery's Overheads: [4](#)

II Analyzing Words: Descriptive & Comparative Techniques

Week 5 (April 26-30)

Cultural Domain Analysis (*Borgatti 1998, *Weller 1998)

Examples: (Garro 1986, Boster & Johnson 1989, Chavez et al. 1995, Weller & Dungy 1996, Erickson 1997, Stansbury et al. 2003, [Bernard et al. 1999](#))

Key references: (Weller & Romney, 1980)

Web sources: [Gery's \(Missouri\)](#); [Russ Bernard \(U Florida\)](#), especially "[Links](#)"; [Steve Borgatti \(Boston College\)](#) especially "[Schedule](#)"; [Concept Mapping \(Trochin: Cornell\)](#)

Consensus Analysis (*Bernard 2002:193-200)

Key references: (Romney et al. 1986, Weller & Mann 1997; Romney 1999)

Web resources: [Borgatti's Description](#), [Anthropac Instructions](#)

Gery's Overheads: [5](#)

Week 6 (May 3-7)

KWIC & Word Counts (*Ryan & Weisner 1996)

Semantic Networks/Cognitive Maps (*Jang & Barnett 1994, *Yoder 1995, *Ryan et al. 2000, Kirchler 1992, Nolan & Ryan 2000, Strauss 1992)

Gery's Overheads: 6

III Analyzing Contiguous Texts: Exploratory Analysis & Confirmatory Analysis

Week 7 (May 10-14)

Interpretive Techniques (Hermeneutics, Discourse Analysis, etc.)

Grounded Theory & Schema Analysis (*Charmaz 2000, *Morrow & Smith 1998, *Addison 1992)

Other examples: (Charmaz 1990, Kearney et al. 1995, Strauss & Corbin 1997, Hunt & Ropo 1995, Irurita 1996)

Key references: (Glaser & Strauss 1967, Strauss 1987, Glaser 1992, Strauss & Corbin 1990, Dey 1993)

Web sources: [AREOL](#), [Pandit](#), [Online Grounded Theory Articles](#), [More bibliography](#)

Classic Content Analysis (*Hirschman 1987, Cowan & O'Brien 1990, Imrich et al. 1995, *Schuster et al. 1998)

Intercoder Reliability: [Kappa](#)

Key references: (Holsti 1969, Krippendorf 1980, Weber 1990)

Web sources: [CAR](#)

Generic Analysis (*Crabtree & Miller 1992, Morgan 1992, Willms et al. 1992)

Analyzing Semi-Structured Interview Data

Key references: (Altheide 1996)

Gery's Overheads: 7

IV Analyzing Decisions and Sequences of Behavior

Week 8 (May 17-21)

Ethnographic Decision Modeling (*Bernard & Ryan n.d., *Hill 1997, *Young 1980, Ryan & Martinez 1996)

Other examples: (Gladwin 1976, Mathew & Hill 1990, Weller et al. 1997)

Key references: (Gladwin 1989)

Web sources: [Gery's Summary & Bibliography of EDM's](#)

Analyzing Episodes & Sequences (*Ryan 1998, *Ryan & Wagner 2003, [Ryan 1995: Chapter 6](#))

Key references: (Abbott 1995, Bakeman & Goffman 1997)

Gery's Overheads: 8

V Generalizability, Reliability, Validity and Pragmatics

Week 9 (May 24-28)

Sampling in Qualitative Research (*Patton 1990:169-186, *Sandelowski 1995, 2004)

Gery's Overheads: 9

Week 10 (May 31-June 4)

Reliability & Validity Issues (*Ryan 1999, Lincoln & Guba 1985)

Mixed Methods: Combining Data and Analysis Techniques (Tashakkori & Teddlie 1998)

Software (*Weitzman 2000)

Gery's Overheads: 10

Proposal and Final Exam Due, June 11th by 5:00 pm

Bibliography

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