

Lec 6 part 2

Focus groups

مجموعات التركيز
أخذناها بالريادة يا جماعة
لما تقعدوا انتو الرياديين وتخططوا
وتصيروا تحطوا خطط لحتى ينجح مشروعك
ترا هي نفسها

Focus groups are not recommended for studying sensitive topics that people will be reluctant to discuss in public.

لا ينصح بمجموعات التركيز لدراسة الموضوعات الحساسة التي سيتردد الناس في مناقشتها في الأماكن العامة.

interaction between members of the group

Focus groups typically consist of 8-12 people (ideal 4-8), with a moderator who focuses the discussion on relevant topics in a nondirective manner

The smaller the group, the less information we gather.

تتكون مجموعات التركيز عادة من 8-12 شخصا (مثالي 4-8) ، مع مشرف يركز المناقشة على الموضوعات ذات الصلة بطريقة غير توجيهية

having more than 10 people in the group make it crowded and difficult for all members to participate and interact.

Multiple focus groups should be conducted in order to gather sufficient amount of data, opinion, and views on the study

Focus group advantages

Convenience

مرفق

Time and expenses savings

Because the researcher (sometimes called facilitator or moderator) takes a less active role in guiding the discussion, less bias is introduced by the researcher than in individual interviews.

نظرا لأن الباحث (يسمى أحيانا الميسر أو المنسق) يلعب دورا أقل نشاطا في توجيه المناقشة ، يتم تقديم تحيز أقل من

Observation (observing in the field)

'non-reactive' or 'indirect' methods.

Observation in qualitative research involves "going into the field"--describing and analysing what has been seen

observation has been extensively used in the social sciences including psychology and medical settings.

• Observation in qualitative research is one of the oldest and most fundamental research methods approaches.

When using questionnaires and interviews sometimes a social desirability approach impacts on participants' responses, where they say what they think the researcher wants to hear rather than what they actually believe or do. This makes it hard to find out what is really happening in practice

Observation involves collecting data using one's senses, especially looking and listening in a systematic and meaningful way

Observation sometimes referred to as unobtrusive method



Unobtrusive measures allow for data collection and analysis to be completed without the researcher intruding in the research context.



تسمح التدابير غير المزعجة بجمع البيانات وتحليلها دون تدخل الباحث في سياق البحث.

Their advantage is that they do not disturb the naturally occurring processes that are the subject of the research. In particular, because the informants are not aware of the research that is going on, their behaviour and self-descriptions are not modified by the researcher's presence or activities .

Observation provides an enormous amount of data to be captured and analysed.

One approach to helping with collection and analysis is to digitally record observations to allow for repeated viewing

is more than just recording of data from the environment.

When we observe, we are active, not passive collectors of data like a tape recorder or video camera.

Observation seeks to find out "what is going on here?"

Data collected in observational studies can be qualitative, quantitative or both.

Why Use Observation to Collect Data?



They provide researchers with ways to check for nonverbal expression of feelings, determine who interacts with whom, grasp how participants communicate with each other, and check for how much time is spent on various activities.



- Participant observation allows researchers to check definitions of terms that participants use in interviews, observe events that informants may be unable or unwilling to share.



Help researchers observe situations informants have described in interviews, thereby making them aware of distortions or inaccuracies in description provided by those informants



Makes it possible to collect different types of data. Being onsite over a period of time familiarizes the researcher to the community, thereby facilitating involvement in sensitive activities to which he/she generally would not be invited.



- It helps the researcher to develop questions that make sense in the native language or are culturally relevant.
- It gives the researcher a better understanding of what is happening in the culture.
- Enables the researcher to collect both quantitative and qualitative data through surveys and interviews.

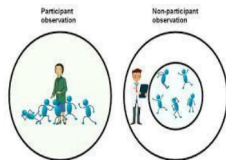
types of observations

Participant observation

Researcher takes part in community, organization, or activity.



Researcher attempts to learn what it is like to be part of the community, organization, or participate in the activity



Non-participant observation

Researcher is not part of the activity



but simply observes



- *Becoming a firefighter*
 - *Enrolling in flight training school*
 - *Working in a mental hospital (or passing as a patient)*
-

Past paper

Which are data interesting to qualitative research:

- *observational*

- True about qualitative:

- *observable*