

Innovation through Qualitative Research

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Objectives

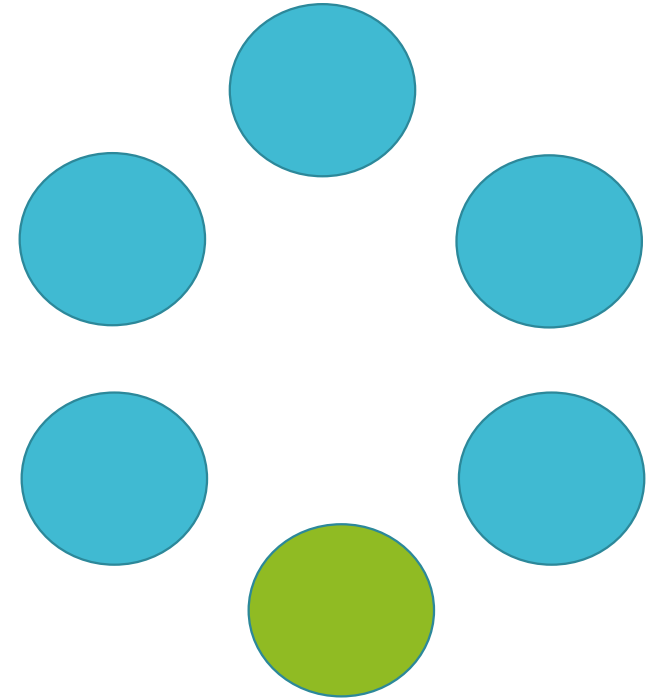
- Explore new qualitative research practices
- Conceptualize practical applications
- Engage in discussion on utilizing qualitative method/ologies

Aspirations

- In their 2016 “Statement of Aspirational Practices for Institutional Research,” AIR endorses the creation of a student-focused research paradigm.
- The statement suggests that “focus can be further enhanced by intentionally grounding institutional research initiatives and reports in a student-focused perspective.”
- Qualitative research can assist in responding to this call as it is well situated to derive perspectives through a variety of method/ological approaches.

Focus Groups

- “Focus groups are ‘group discussions organized to explore a specific set of issues’ in which the group interaction is considered part of the data and have been used in consciousness-raising as well as market, community, and academic research” (Raby, 2010).



Focus Group: Think-pair- share

- With a partner, consider how you have used or would use this method in a project.

PhotoVoice

- “Photovoice is a visual research methodology that puts cameras into participants’ hands to help them to document, reflect upon, and communicate issues of concern, while stimulating social change” (Budig et al., 2018)



Photovoice: Think-Pair- Share

- With a partner, consider how you have used or would use this method in a project.

Document Analysis

- “Document analysis is a systematic procedure for reviewing or evaluating documents—both printed and electronic (computer-based and Internet-transmitted– material” (Bowen, 2009).



Document analysis: Think- Pair-Share

- With a partner, consider how you have used or would use this method in a project.

Image-based Interviews

- “The technique involves photos, videos and other forms of visual representation used in an interview with participants asked to comment on the images. The aim is to promote more direct involvement of the informants and the research process and to encourage and stimulate their collection and quantitatively and qualitatively different information to that obtained in conventional interviews” (Bignante, 2010).



Image-based interviews: Think-Pair- Share

- With a partner, consider how you have used or would use this method in a project.

Scenario

- University administrators have received approval to plan a new academic program in nursing. The first enrollment class will consist of 15 full-time students. Your office is tasked with developing a strong perspective demonstrating faculty involvement and student success data to support the application and implications. Pick one of the qualitative research methods to create a research plan.
- In groups of three, discuss a possible plan.

Call to Action

Influence the Process

- IR office can enhance decision support through the development of individual ability and organizational intelligence with qualitative inquiry.

Envision the Future

- IR professionals can guide strategic planning by confirming or redirecting institutional priorities with rich and thick evidence. Converting the institutions data into actionable information for improvement.

Transform Higher Education

- IR champions can play a pivotal role in the future of institutions by making meaning of data through thoughtful analysis that sets a metric to the mission.

References

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