CHOOSE YOUR ADVENTURE!

Research Methods Cheat Sheet

Quantitative Research	Qualitative Research
 Can be counted or quantified Use statistical analyses Closed-ended questions & responses Yes/No (or other binaries) Likert scales (e.g. Strongly Agree, Agree, Disagree, Strongly Disagree) Income level Relatively large # of participants (100+) Community or population-level inquiry Examples Surveys Evaluation forms Online polls Need assessments 	 Can't be easily counted or quantified Use thematic analyses (and others) Open-ended questions & responses What do you think about Why did you How would you Relatively small # of participants (< 20) In-depth inquiry with small group Examples Focus groups In-depth interviews Storytelling Photovoice

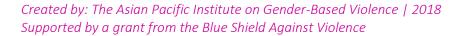
Quantitative Methods

Surveys

- Often Likert
 - o (e.g., disagree neutral agree), check box, Yes/No response options
- Often combined with demographic + qualitative short answer questions
- Can assess where the community or respondents stand on certain issues (snapshot)
- Well-structured questions & responses are critical
 - o No leading, confusing or double-barreled questions
 - o No overlapping or missing responses (e.g., age choices are <10, or 11 or older)
 - o Don't exclude anyone & use community-driven terms (e.g., sexual orientation)
- Pre-test with a smaller group before opening it up more broadly
- Who takes your survey matters (e.g., "extremist website" surveys)

Needs (and Assets) Assessments

- Similar to survey, except almost always done to aid decision-making about specific action
- Asking community about what they consider to be their most important needs (and assets)
- Results guide future action usually around most highly prioritized responses
- Pre-set list of guestions & types of respondents desired
- Different methods: personal interview, phone, online or written response
- Helpful documentation for funding & advocacy
- Can set the stage for community mobilization & movement-building
- Can help resolve conflicts / build support about which issue to tackle first



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Qualitative Methods

Focus Groups

- 6-12 participants (8 is ideal), fairly homogeneous
- 1.5 2 hours (including setup & closure)
- Need skilled facilitator & note taker or recorder
- Takes advantage of group dynamics disagreements, questioning, qualifications
- Mix of individual & collective opinions
- Insights into community norms (people say what they think they "should" say)
- Look for common themes/differences
- Group session means confidentiality is less secure
- Less time- and resource-intensive



In-depth Interviews

- Usually one-on-one (strong confidentiality)
- Rapport with and trust of participant is critical (in-language preferred)
- Conversational, but with structured set of questions (= interview guide)
- Rich narratives with personal reflections on lived experiences
- May hear things you wouldn't hear in a group (≠ norms)
- More data = more time- and resource-intensive than focus groups
- Thematic analysis: systematically code data to identify themes within and across interviews (often use quotes to illustrate)

Storytelling

- Similar to interviews
- Find key question or short set of questions that can generate stories
- Stories are recorded or documented in some way so that they can be publicly shared
- Individual stories can reflect depth and unique qualities
- Easier to preserve "whole person"
- Analysis across stories can also reveal overall themes

