

Considering Qualitative Evaluation

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Overview

Talk 1: Setting the stage: qualitative

Talk 2: Observation as a skill

Activity 1: Practicing observation

Activity 2: Interviewing 1

Activity 3: Interviewing 2

Talk 3: Interviewing as a skill

Activity 4: Interviewing 3

Panel: open discussion

Talk 4: In summary

what have we learnt?

that empirical work starts with a question

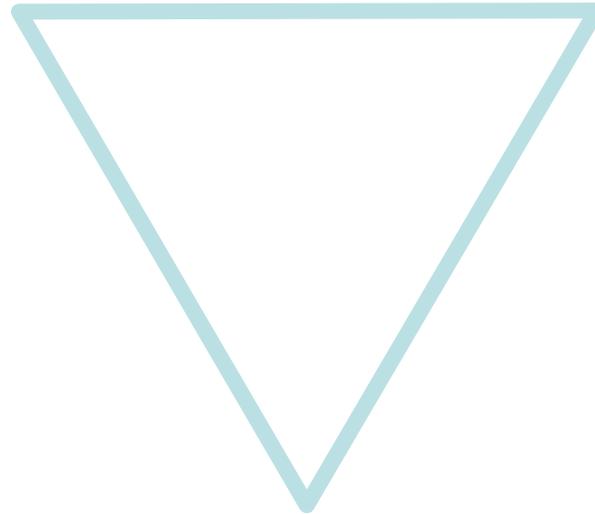
we need to understand how our question relates
to existing research

we need to understand how our question relates
to existing research
in contrast
in agreement
extension

working with the trade-offs

PRECISION

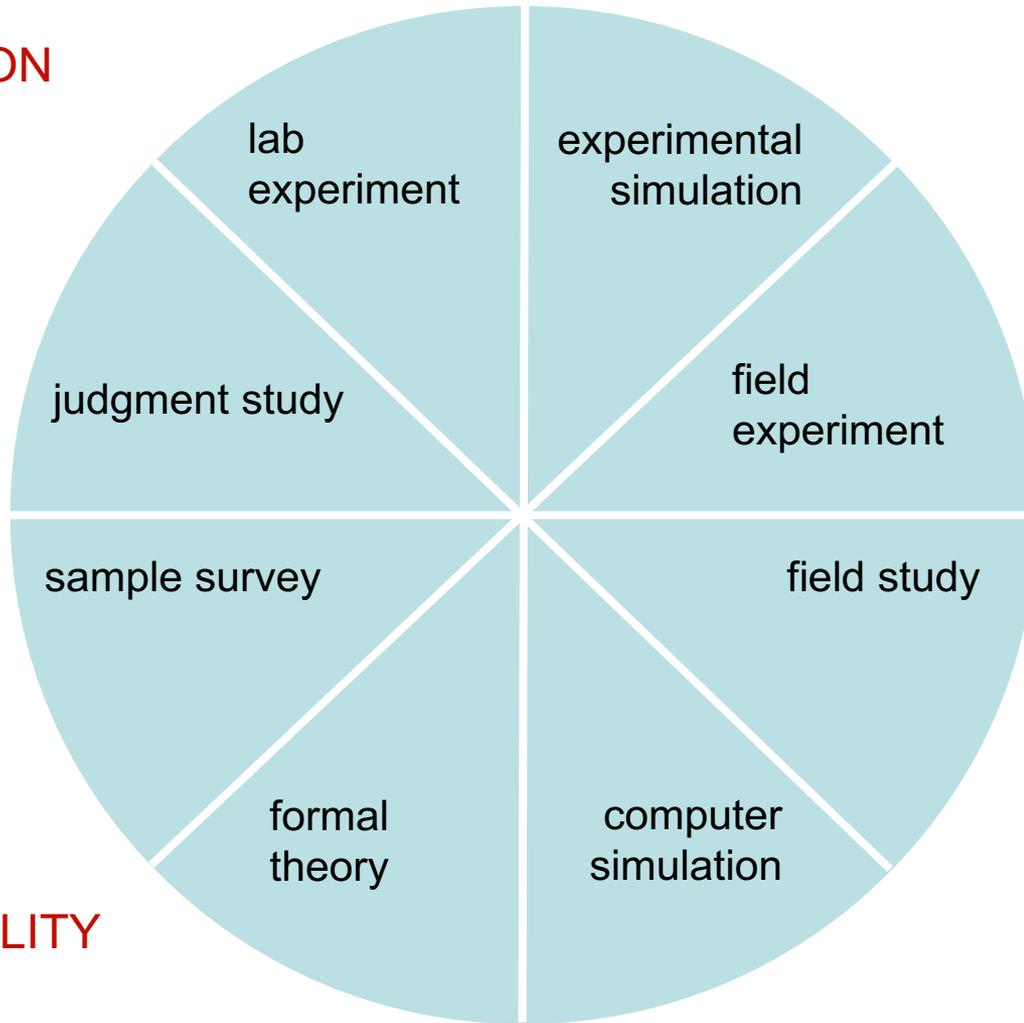
REALISM



GENERALIZABILITY

obtrusive ←→ unobtrusive

PRECISION



abstract



concrete

REALISM

GENERALIZABILITY

no perfect methods

important
to judge a method
by its own
criteria

we have
focused on **realism**
and
qualitative data gathering methods

data collection is a skill

practice observing

practice interviewing

practice taking notes

all empirical methods require rigor

apply appropriate rigor to appropriate method

these skills will also help in analysis

Summary

- carefully choose method to fit the research goal
- consider trade-offs between *realism*, *generalizability* and *precision*
- borrow and adapt methods from other fields
- conduct research with rigor specific to the chosen method
- publish sufficient details
- make claims appropriate to the chosen method

Albert Einstein

‘Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted’