

QUALPOR NEWS

April 2022

A Warm Welcome from the New QUALPOR Co-Chairs!

We would like to thank Margaret Roller and Paul J. Lavrakas, former QUALPOR Co-Chairs, for their leadership of QUALPOR and the support and guidance they provided to so many QUALPOR members over the past 3 years. We are honored to be nominated to QUALPOR's leadership team and look forward to serving you, the QUALPOR membership, over the next year. We are joined by Melissa Dunn Silesky and Jennifer Franz as Co-Secretaries on our new leadership team. For more information about all team members, see page 2.

For those of you who are new to QUALPOR or considering joining, QUALPOR is one of 6 affinity groups within AAPOR and is intended for any AAPOR member who is managing, conducting, or has an interest in qualitative research methods. The purpose of QUALPOR is to advance the discipline of qualitative research within AAPOR by offering a forum in which AAPOR members can share best practices, exchange resources, and discuss new approaches to qualitative research. We do this by holding member meetings, providing networking opportunities and a member directory, coordinating the QUALPOR Panel session at the AAPOR conference, and encouraging member initiatives. To become a member, please contact us at colberc2@ccf.org or kathleen.kephart@gmail.com.

We welcome your ideas, feedback, and energy in the following areas: topics for QUALPOR meetings; new QUALPOR initiatives; and articles for the fall newsletter. Let us know if there is anything else QUALPOR can do to support you.

Kind Regards,
Colleen & Kathleen
QUALPOR Co-Chairs

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Meet the New QUALPOR Leadership Team



Colleen Y. Colbert, PhD, QUALPOR Co-Chair

I am a Professor of Medicine at Cleveland Clinic Lerner College of Medicine of Case Western Reserve University and Director of the Office of Educator & Scholar Development in Cleveland Clinic's Education Institute. I am an educator, mentor to faculty and trainees, health professions education (HPE) researcher, and serve on two journal editorial boards as deputy and associate editors in addition to reviewing for HPE journals. My research interests include learner assessment; the intersection between climate change, health and HPE; systems-based practice; and the enhancement of survey methodology in HPE.

While I'm involved in both quantitative and qualitative research, I find myself increasingly drawn to qualitative research, as these approaches can offer us the ability to uncover the 'why' behind our numerical data and also serve as an important starting point for later quantitative research. I see qualitative data as a window into the lived experiences of our respondents, and I find this extremely compelling. In terms of my role on the QUALPOR leadership team, I am excited about the energy which QUALPOR members are bringing to new initiatives and plan to support the continued growth of these efforts in my new role.



Kathleen Kephart, QUALPOR Co-Chair

I work on questionnaire design and pretesting with the Center for Behavioral Science Methods (CBSM) at the U.S. Census Bureau. I have worked on projects addressing frame quality, questionnaire design and evaluation, usability testing, cross-cultural survey design, and the Census Bureau Planning Database, a publicly available tool that provides information for survey planning purposes. My current research interests include improving household rostering techniques, optimization of cognitive interview probes, and field training for cross-cultural interviews. I have a B.A. in Mathematics from St. Olaf College in Northfield, MN and a M.S. in Survey Research and Methodology from the University of Nebraska-Lincoln.

My hope for my time in QUALPOR is to expand the opportunities for qualitative researchers to connect and further the field and best practices. I think the social aspect of QUALPOR is crucial to create an environment where people connect professionally. I hope to continue the important work Margaret and Paul have started by "co-filling" some pretty big shoes!

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Jennifer D. Franz, QUALPOR Co-Secretary

I am the President of JD Franz Research, Inc. of Sacramento, California, a firm I founded in 1981. I have close to 50 years' experience in public opinion and marketing research, including 48 years using quantitative methods and 35 years using qualitative techniques.

I received my doctorate from the University of California at Berkeley with specializations in Political/Consumer Behavior and Survey Research Methodology. I also hold a M.A. in Sociology of Education with a research emphasis from Stanford University and a B.A. in Urban Studies from Antioch College/West. I have taught research methods classes for California State University, Sacramento, Golden Gate University, and the University of California at Davis.

For many years, I have employed both quantitative and qualitative methods, often using one approach to illuminate or facilitate the other. I was delighted when QUALPOR was formed to recognize, encourage, and inform people who utilize both types of methods as well as those who emphasize qualitative studies. To me, the researcher's toolkit is not complete without at least the consideration of both strategies. Being a member of QUALPOR's leadership team will enable me to propose, develop, and work on activities that I hope will educate and support the affinity group's membership. That's exciting!



Melissa Dunn Silesky, QUALPOR Co-Secretary

I am the Senior Research Manager at the Public Good Projects, a public health communications nonprofit. I specialize in public health program evaluation, with a focus on qualitative methods. I work on topics such as cancer survivorship, asthma control and management, social isolation and loneliness, and COVID-19. I have a Master of

Public Health from Columbia University Mailman School of Public Health.

Qualitative research is deeply important to understanding the nuance of public health and social science issues. It provides context and direction for our quantitative work. I am excited to be co-secretary so I can support the growth, promotion, and organization of QUALPOR this year. As co-secretary I'll work on things like meeting organization, the QUALPOR table at the AAPOR conference, and supporting new initiatives.

Providing a Voice for Populations Traditionally Not Covered in Public Opinion Research

By Neil G. Ruiz, Associate Director of Race and Ethnicity Research, Pew Research Center



Asians are the **fastest growing** racial or ethnic group in the United States today, with a majority of this growth driven by new immigrant arrivals. The U.S. Asian population is also diverse. A record 22 million Asian Americans trace their roots to more than 20 countries in East and Southeast Asia and the Indian subcontinent, each with unique histories, cultures, languages, and other characteristics. Yet there is a relative dearth of information about their opinions and attitudes in public opinion research. Pollsters in the U.S. survey adults of every racial and ethnic group. Historically, though, while the attitudes of White, Hispanic, and Black adults are readily reported, those of Asian Americans are not.

There are multiple **reasons for this data gap** in the polling industry:

- the Asian population in the U.S. represents about 6% of the U.S. population making it challenging to get a perfectly representative sample,
- Asian Americans are a heavily immigrant population with about a third (32%) who do not speak English “very well” according to self-reported data collected in the Census Bureau’s American Community Survey, and
- if surveys do not offer Asian languages in their surveys, the results would be missing non-English speaking Asian Americans who tend to be less wealthy, more socially conservative, and have less formal education than those who do speak English.

But the diversity of Asian Americans extends beyond language. They also hail from many different cultural and ethnic backgrounds across the vast continent of Asia. This diversity, too, has implications when it comes to survey work. For example, when reported as a whole, the views of Asian Americans naturally represent some groups more than others. The views of Chinese, Indian, and Filipino Americans are more heavily represented than those of Pakistani or Laotian Americans because the former groups make up a larger share of the Asian American population than the latter groups. Critically, the more populous groups tend to have **higher income levels and more formal education** than the less populous Asian origin groups.

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In the absence of factual knowledge, stereotypes of Asians in the United States as a monolithic, or even “model” minority can distort reality and frustrate efforts to meet the needs of a population that is culturally and economically diverse, yet subject to some of the same forms of discrimination as other ethnic and racial groups in America. From our 2021 Pew Research Center survey, **eight-in-ten Asian Americans** say violence against them in the United States is increasing and nearly half experienced an incident tied to their racial or ethnic background since the pandemic began.

To provide a fuller voice to the lived experiences of Asian Americans, we embarked on a multi-year, multi-method approach to filling the knowledge gap about how Asians in America are shaping the United States in the 21st century. Our three-part research strategy encompasses in-depth demographic analysis, a nationally representative survey, and focus groups to include voices that would be missing in survey research.

Demographic analysis, based on official government statistics, resulted in a publication of 19 **“statistical portraits”** of Asian Americans by origin groups. These portraits are a convenient, easy to use data tool to educate audiences and serve as a reference for individuals and organizations interested in understanding or assisting Americans diverse Asian population. These demographic analyses also inform the final population benchmark for the research design and execution of both the focus group study and the national survey of Asian Americans.

A national survey of Asian Americans, that is scheduled to be fielded later this year and early next year, constitutes another part of this mixed-methods approach. The survey would be representative of the large majority of Asian American adults. In addition, the survey would produce results representative of sub-populations including Chinese, Indian, Filipino, Korean, and Vietnamese Americans. The survey would be offered in English and several other Asian languages to ensure that it represents a majority of the population. But this is still not enough to make sure the voices of other sub-populations are included.

Given the diversity of the Asian American population and limitations of quantitative approaches, how do we incorporate the voices of the diverse Asian American population? One key methodological approach we are using in this project is to field focus groups. In the fall of 2021, we conducted 66 focus groups with 18 Asian origin groups. We engaged members of both larger and smaller Asian American populations, including hard-to-reach groups who trace their origins or ancestry to countries such as Bangladesh, Cambodia, Myanmar, Nepal, and Sri Lanka. Focus Groups were split into ethnic origins (for example Hmong, Japanese, Nepalese), by foreign-born

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and U.S.-born groups, and for foreign-born groups by length of time in the U.S. (if they lived in U.S. for more or less than 10 years). Because of the pandemic, we conducted all focus groups virtually. This allowed us to gain geographical diversity that is not typically achieved using in-person focus groups. All focus groups were moderated by someone from similar ethnic backgrounds and for foreign-born groups they were conducted in Asian languages—17 different languages. This approach allowed participants to be open to talk about topics such as their immigration experiences, identity, economic mobility, community ties, discrimination experiences, and representation.

These focus groups not only helped inform the content of the survey questionnaire, but we will be reporting out the results of these focus group findings in a series of Pew Research Center publications later this year. After the survey is completed next year, we plan to conduct another series of focus groups to understand economic mobility among economically challenged Asian Americans. We hope that this qualitative approach mixed with quantitative methods will allow us to provide a voice for populations that traditionally are not covered in public opinion research.

Don't Miss the QUALPOR Panel in Chicago!

By John Huffman - QUALPOR Panel Moderator

Join us at AAPOR, Thursday May 12th at 3:45, for the QUALPOR Panel: Effective Techniques for Increasing Qualitative Credibility and Transparency. These five papers will cover several approaches for improving the quality of qualitative research. Topics such as transparency, credibility, ethics, consistency, reliability, and generalizability will be covered. This well-rounded session will feature presenters offering perspectives from academia, private business, and the government sectors. This is a “can't miss” session and sure to be a highlight of AAPOR 2022.

The panelists for the QUALPOR Panel include:

Danielle Augustine, The University of Georgia

Kai Fuentes, Ebony Marketing Systems

Melinda Moore, The University of Georgia

Zachary Smith, National Center for Health Statistics

Casey Langer Tesfaye, Research Support Services

To read the abstracts associated with each of the five papers, please click [here](#).

Also, read about the Qualitative Research track at the 2022 AAPOR conference on page 11.

Thinking About Submitting to *POQ*? Let's Have Coffee!

By Allyson L. Holbrook & Eric Plutzer – Editors in chief

In the September 2020 issue of *QUALPOR News*, we extended an invitation to qualitative researchers to submit their best work to *POQ*. [Our short feature in that newsletter](#) reviewed criteria we apply to all submissions and explained how they apply to qualitative research.

Since then, we have only received a few submissions and so we wanted to remind QUALPOR members that we value research using all methods, and that our primary criteria for evaluating the methods used in submissions to *POQ* are whether the methods are suitable to the particular research question posed and the basic principles of transparency are embraced.

With AAPOR's annual meeting on the horizon, we wanted to reiterate our strong interest in supporting qualitative researchers. To that end, we especially encourage scholars who plan to use qualitative methods to contact us in the early stages of a major research project. Perhaps you are planning extensive fieldwork. Or you are preparing a workflow for student assistants to code documents or transcripts. These are excellent times to reach out and ask for feedback along the lines of *"what can I do now that will make my final reports strong candidates for publication in POQ and other competitive journals?"*

Often, small changes in analytic strategy, record keeping, and workflow can have big payoffs down the road. Sometimes the addition of a comparison group can make your claims more persuasive. Because we see research 1-2 years before eventual publication, we will sometimes be able to direct you to innovative ideas and methods that can strengthen your own research design. These things are true for quantitative researchers as well, but they often have denser collegial networks that afford many opportunities to get useful feedback. Especially if you feel like it is lonely to be one of just a handful of qualitative researchers in your organization, reaching outside your network can be especially valuable.

So, we invite you to contact us with early ideas for projects. That can be via email, of course. But with AAPOR just around the corner, we'd be happy to meet for a coffee in Chicago to both listen and provide feedback.





QUALPOR! Conference is Coming Up Quick!

By Darby Steiger, AAPOR Conference Chair

Hey QUALPOR! After two years of virtual conferences, it's finally almost time for our 77th Annual Conference, being held in-person from May 11-13 at the Sheraton Grand Chicago. The conference theme is "Come Together: Advancing Inclusion and Equity Through Data Collection, Measurement, and Community," and we have a packed schedule of plenaries, short courses, papers, panels, posters, roundtables, exhibit hall time, and social activities. Are you ready?

- ✓ Did you register for the conference yet? If not, here's the link. <https://www.aapor.org/Conference-Events/Annual-Meeting/Registration-2022.aspx>
- ✓ Did you reserve a hotel room in Chicago? If not, here's the link. <https://book.passkey.com/event/50271065/owner/2233/landing>
- ✓ Did you look at the interactive program yet to see all of the great qualitative offerings? If not, you can find it here: <https://www.aapor.org/Conference-Events/Annual-Meeting/Program-and-Speakers-2022.aspx>
- ✓ Are you fully vaccinated and boosted? See our Health and Safety Hub for more information about our health requirements. <https://www.aapor.org/Conference-Events/Annual-Meeting/Health-and-Safety-2022.aspx>
- ✓ Did you set aside a rapid antigen test and some high-quality filtration masks? If not, get hold of these items while they are readily available and set them aside for the conference.

I hope to see you in Chicago to celebrate being reunited as an AAPOR community!

Cheers!

Darby

QUALPOR's *Learning Bursts* Holds Inaugural Event and Needs Your Input to Plan More Sessions for 2022

By Ken Croes

Over the course of 2021, a handful of QUALPOR members (Colleen Colbert, Ken Croes, David Harris, Karen Kellard, and Anna Sandoval Girón) met online periodically to brainstorm the idea of developing a series of professional development sessions for AAPOR and QUALPOR members to share their knowledge and skills in qualitative research. We wanted to draw on the treasure-trove of expertise and experience among QUALPOR members, and to capitalize on the wide adoption of videoconferencing in 2020 and 2021 during the COVID pandemic to bring QUALPOR members together in a way that was previously not possible. We envisioned a free, online, interactive professional development series that would feature both methodological and topical issues.

From this collaboration came the "Learning Bursts" series. We are delighted to report that the inaugural *Learning Bursts* event, "Online Focus Groups: A Panel Discussion of Current Best Practices," was held on February 24, 2022, via Zoom. Many thanks to the 154 who attended! Our panelists – Dr. Cynthia Robins, Senior Study Director at Westat; Dr. Alisú Schoua-Glusberg, Principal at Research Support Services; and Dr. Andrew Stavisky, Assistant Director of the Applied Research and Methods Group at the U.S. Government Accountability Office – shared their expertise in qualitative methodology and their extensive experience with synchronous online focus groups. Specifically, the panelists spoke about the factors they consider when deciding whether to use in-person or online focus groups, the videoconference platforms and features they use, the number of participants they recruit to online groups, and the methods they use to build rapport online. The event was recorded and the video is available on the [QUALPOR page](#) of AAPOR's website. The *Learning Bursts* Planning Committee extends our sincere thanks to the panelists for sharing their considerable knowledge and experience with the QUALPOR/AAPOR community.

Looking ahead, we encourage anyone who might be interested in joining the *Learning Bursts* Planning Committee to contact us – our email addresses are below. (Please note that *Learning Bursts* is a QUALPOR activity and, as such, QUALPOR membership is required to join the *Learning*

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Bursts Planning Committee. If not already a member, please contact Colleen Colbert at colberc2@ccf.org or Kathleen Kephart at kathleen.kephart@gmail.com to join QUALPOR!) We would also like to hear from you about what topics or skills sessions you would like us to offer. Please send us your ideas on methodological or topical issues. Finally, if you would like to teach within the *Learning Bursts* series, please let us know that, too.

Best wishes to all this spring!

Ken Croes – kcroes@ssc.wisc.edu

David Harris – david@davidharris.com

Karen Kellard – karen@ncss.gov.sa

Anna Sandoval Giron – anna.b.sandoval.giron@census.gov

Colleen Colbert – colberc2@ccf.org

An Update From the QUALPOR Standards & Best Practices Committee

By Amber Ott

AAPOR has prepared valuable educational resources for understanding and writing about polls. Our goal as the QUALPOR Standards and Best Practices committee is to develop similar materials focused on qualitative methods.

As a first step, our committee is working to draft guidelines for communicating about qualitative research (e.g., questions to ask yourself when writing about focus groups, conclusions that can and can't be drawn from qualitative methods). The primary audience for these guidelines is non-researchers, such as journalists and communications professionals.

Over time, we expect to broaden the committee's scope of work to include best practices and quality standards.

The committee can always use additional input on its work. If you'd like to get involved, please send an email expressing your interest to Amber Ott at amber@hudsonpacific.co.

The Qualitative Research Track at the 2022 AAPOR Conference

In addition to the QUALPOR Panel (see page 6), the Qualitative Research track at the 2022 AAPOR Conference in Chicago includes three other not-to-be-missed panels. Read the paper titles and abstracts by clicking on each track:

[In Memory of Eleanor Gerber: Her Contributions to Our Understanding of the Role of Culture in Survey Question Interpretation and Survey Participation](#)

[Qualitative Research With Underrepresented Groups](#) [NOTE: Neil Ruiz is on this panel and will present his focus group research with Asian Americans that he discusses on p. 4 of this newsletter]

[Tell Me More About That: Findings From Qualitative Research](#)



Congratulations to the 2022 AAPOR Award Winners! Read about these amazing individuals, including **QUALPOR member Mariel Leonard**, a Burns “Bud” Roper AAPOR Fellow Award winner! And don’t miss the annual Awards Banquet at the AAPOR 77th Annual Conference in Chicago where you can congratulate them in person.

QUALPOR Member Meet-up in Chicago!

Thursday, May 12 from 7:00 – 8:00 AM in the Lincoln Boardroom. This is a chance for QUALPOR members to get together and learn about mutual interests.

Members do not need to sign up ahead of time. Contact: Melissa Dunn Silesky, QUALPOR Co-Secretary at MelissaHDunn@gmail.com or 973-945-9999 if you have questions.

New Member Corner

QUALPOR is growing and currently has 115 members! Six of the newest members introduce themselves here:

Zoe Grotophorst, MPP – Research Methodologist, NORC

I am a Research Methodologist at NORC at the University of Chicago. I have been with NORC since 2018 and recently shifted to a methods-focused role after four years working on mixed methods evaluations and assessments in NORC's International Programs department. My primary methodological interests are focus groups, in-depth interviewing, and cognitive interviewing, and I am especially drawn to projects related to politics, elections, and women's empowerment. I earned a Master of Public Policy degree from George Mason University. I joined AAPOR in early 2022 and was excited to see the QUALPOR group. I joined because I want to connect with all of you and stay up to date on emerging research. I hope to meet some of you at the 2022 Annual Conference!



Danisha Lequet, M.A. – Researcher



I serve as a researcher within the healthcare industry, where I transform healthcare data sources into actionable insights. I also contribute to the design of data collection strategies to improve health economics outcome research and patient engagement. In my work, I enjoy implementing a mixed-methods approach to gain a broader perspective outside of a dataset.

I joined QUALPOR to further my understanding of new emerging qualitative methodologies to collect real world data, so that the insights can be used to help fill evidence gaps within industry.

I am fond of qualitative research because this methodology of data collection provides an avenue for respecting the patient's voice and providing them with a seat at the table, so they can have the opportunity to engage in the development of healthcare research, policy, and practice. I am really excited to be a part of the transformative work of QUALPOR.

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Ros Lording, MPH - Director of Qualitative Research, Social Research Centre, Melbourne, Australia

Hello QUALPOR! I am a qualitative social research specialist, and the Director of Qualitative Research at the Social Research Centre in Melbourne, Australia. I have recently joined QUALPOR to meet other qual researchers and to learn more about qual methods.



I discovered qualitative research by accident. As an undergraduate university student, I took part in many focus groups and thought the moderators had a very cool job! After commencing my career as a social worker and later working in government, I changed careers when an opportunity to work as a qualitative researcher arose.

My passion is conducting research with vulnerable and heard to reach cohorts, providing them with opportunities to have their voices heard by governments and other decision makers. I have worked across a range of social policy areas including mental health and wellbeing, family violence and trauma, employment and education, and social inclusion.

I consider myself very fortunate to have worked closely with, and been mentored by, fellow QUALPOR member, Karen Kellard, when she led the Social Research Centre's Qualitative Research Unit before leaving for sunny Saudi Arabia.

Nicole Muffitt, M.A. - PhD student, University of Illinois at Chicago

to be part of this community!

I am a PhD student studying sociology at the University of Illinois at Chicago. My research interests are in economic and organizational sociology with a focus on precarious work. I am passionate about using multiple methods in my research, and have recently employed in-depth interviews and qualitative coding in projects concerning skills in craft work and narratives surrounding paid plasma donation, respectively. I learned about QUALPOR as a student of Paul Lavrakas and I am excited

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Martha Stapleton, M.A. – Senior Research Director, NORC at the University of Chicago

I am a Senior Research Director at NORC at the University of Chicago. I have 25 years of experience using a range of fit-to-purpose qualitative research and evaluation methods to develop and test survey instruments and materials. I have led numerous survey design and testing efforts for the U.S. Census Bureau, Energy Information Administration, the National Cancer Institute, National Institute for Occupational Safety and Health, National Institute of Child Health and Human Development, the Consumer Products Safety Commission, the Consumer Financial Protection Bureau, and the Food and Drug Administration, among others. My most recent peer-reviewed publication is as lead author of the book chapter, “Best Practices in Managing Large-scale Qualitative Research Practices.” I am thrilled to join QUALPOR, where I plan to both learn from and contribute to the most up-to-date qualitative research practices and practitioners!



Dana Watnick, PhD - Assistant Professor, Albert Einstein College of Medicine, Department of Pediatrics

My name is Dana Watnick, and I am an Assistant Professor at the Albert Einstein College of Medicine in the Department of Pediatrics, where I conduct research on sexual and reproductive health and health disparities among vulnerable populations. My research is focused on developing patient-centered care models to integrate HIV prevention and family planning services for adolescents and young adults.

I am also the Director of Research at the Behavioral and Implementation Science Core at the Einstein-Rockefeller-CUNY Center for AIDS Research where I offer qualitative and mixed methods support to other HIV researchers. I started following AAPOR/QUALPOR a few years ago when I became interested in cognitive interviewing. I am grateful to find a community of innovative qualitative researchers who practice outside the academic context. I look forward to meeting QUALPOR members at the annual AAPOR meeting in Chicago!

Webinars, Conferences, & Go-to Resources

Webinars

- [Videos & trainings from QualLab](#) at The Ohio State University
- Free Qualitative Data Analysis Webinar Series (presented by NVivo & SAGE MethodSpace) – [“Writing Up Qualitative Research for a Broad Audience: Concepts, Papers, Blogs, and OpEds”](#) – May 5, 2022, 11:00 a.m. ET
- [Workshops and Webinars from MAXQDA](#)
- [Training from CAQDAS Networking Project](#), University of Surrey – Various courses, webinars, workshops
- EPIC Summit – [“What’s Next versus What’s Valuable: Ethnography in a Future-Focused World”](#) – May 19, 2022, 11:00 a.m.-1:30 p.m. ET



Conferences

- [77th Annual AAPOR Conference](#), Chicago, IL, May 11-13, 2022
- [18th International Congress of Qualitative Inquiry](#) – “Transformative Visions and Utopias of Hope in Qualitative Inquiry” – Virtual, May 18-21, 2022
- [TQR 14th Annual Conference](#) – “Living in a Post-COVID World” – February 16-18, 2023 – Call for Paper Presentations & Workshops

[Go-To Qualitative Resources for Timely Guidance](#)

- Qualitative sections within professional associations
- Webpages devoted to qualitative research
- Listservs – Qualitative research communities