

October 2022

# **Collaborating Across AAPOR Affinity Groups to Provide Professional Development**

We are excited to highlight AAPOR's focus on collaboration and to bring attention to the work of one of QUALPOR's special interest groups, Learning Bursts, which will showcase collaborative efforts across AAPOR affinity groups in a panel discussion on gendered language.

Kathleen Kephart **QUALPOR Co-Chair** 

On December 8<sup>th</sup> at 11 am (ET) Learning Bursts will offer "Navigating Gendered Language for Respectful and Inclusive Interactions in

Qualitative and Survey Research." This panel discussion will feature presenters from QUALPOR and the Cross-cultural and Multi-lingual Research affinity groups.

Colleen Colbert QUALPOR Co-Chair In this session, researchers will share their experiences using genderneutral language in research recruitment and qualitative and survey data collection methods. In addition, they will offer reflections on the challenges of using gender-neutral language in English, Spanish, and German.

We believe that all qualitative and survey practitioners may benefit from a forum to discuss the challenges they are encountering with using inclusive language in Spanish, English, and other languages and potentially brainstorm

Kephart and Colbert discussion of the Dec 8th panel continued on page 2

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solutions. Many of the practices that are

solutions. Many of the practices that are recommended for English-language interactions, such as using the pronoun "they" instead of he/she (or gender-neutral job titles), are not always possible in other languages. Further, some practices, such as the use of "LatinX" are not widely used by monolingual Spanish speakers.

Research and some best practices have emerged on the measurement of gender identity in non-cisgender populations (e.g., people who identify as non-binary, transgender, etc.), but much of this research has focused on English-language speaking populations. Even if gender identity is not being measured directly in the research, respectful and inclusive interactions are also important during activities such as recruitment, preparation for focus groups and in-depth interviews, and communication with participants/respondents.

An invite for the Dec. 8<sup>th</sup> panel discussion has been sent to QUALPOR members and shared on AAPORnet.

### Lots of QUALPOR Activity at the 2022 AAPOR Conference

The AAPOR 77<sup>th</sup> Annual Conference was held in Chicago May 11-13, 2022 and there was a lot of QUALPOR activity. The **QUALPOR Panel**"Effective Techniques for Increasing"



**Qualitative Credibility & Transparency"** was held on Thursday May 12<sup>th</sup>. QUALPOR member John Huffman moderated the panel that included four incredible presentations concerning quality in a qualitative interviewing team, ethic access to vulnerable and hard-to-reach populations, credibility of qualitative datasets and analysis, and building reflexivity into cognitive interviewing studies.

Another QUALPOR member, Andrew Stavisky, moderated a **qualitative panel "Tell Me More About That: Findings From Qualitative Research."** This panel included seven methodological brief presentations ranging in topic areas from the inclusion of persons with disabilities, focus groups with transgender and nonbinary adults, data collection in the midst of a pandemic, and data visualizations. On Wednesday May 11<sup>th</sup>, Sara McClelland and Kristen Jozkowski presented their paper on "Abortion Identities: Brings Qualitative Insights to Pro-Choice and Pro-Life Categories." You can read Sara's and Kristen's writeup of this presentation beginning on page 3 of this newsletter.

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Melissa Dunn Silesky, QUALPOR co-secretary, was the on-site host for the QUALPOR breakfast gathering that attracted a mix of new and long-time QUALPOR members. Melissa also managed the QUALPOR table at the all-chapter event which was very well-attended and resulted in 22 new QUALPOR members! One new member, Nicole Mitchell, won the raffle for Cognitive Interviewing: A Tool for Improving Questionnaire Design by Gordon B. Willis and Applied Qualitative Research Design: A Total Quality Framework Approach by Margaret R. Roller and Paul J. Lavrakas. A profile of Nicole can be found in the New Members Corner on page 12.

### Public Opinion Quarterly - 2025 Special Issue on Qualitative Research



We are pleased to announce that the editors of *Public Opinion Quarterly* have selected qualitative research as the theme for the POQ 2025 Special Issue. The emphasis of this special issue is on articles that further the use of qualitative methods to inform and empirically advance substantive issues in the social and behavioral sciences. A formal announcement of this special issue is anticipated early 2023, with a Call for Papers in July 2023.

Margaret R. Roller, Zachary R. Smith, Paul J. Lavrakas Editors of the POQ 2025 Special Issue

### **Abortion Identities: Bringing Qualitative Insights to Pro-Choice** and Pro-Life Categories

By Sara McClellanda & Kristen Jozkowskib,c

<sup>a</sup>Departments of Psychology and Women's & Gender Studies, University of Michigan, MI, USA.

<sup>b</sup>School of Public Health, Indiana University, Bloomington, IN, USA.

The Kinsey Institute for Research in Sex, Gender, and Reproduction, Indiana University, Bloomington, IN, USA.

The labels "pro-life" and "pro-choice" are often used in abortion-related research, but the definitions of these categories are often assumed rather than investigated. This leaves researchers with little information about how people define endorsement of these two labels even though they both play an increasingly important role in U.S. politics. A June 2022 Gallup poll found that, for example, a record number of people now identify as "prochoice," which has climbed five points higher than one year ago.

In public opinion research, of course, survey items must be easy to administer and include legible categories for participants. Looking across major U.S. public opinion polls, researchers found that most polls ask respondents to endorse either "pro-life" or "pro-

Abortion Identities continued on page 4

choice" (Jozkowski et al., 2021). When other response options are included, they most often are used to indicate uncertainty ("don't know" or "unsure") or refusal to answer ("no opinion" or "refused"). Very few include options that allow a participant to indicate a more complex response, such as "both," "neither," or some degree of both labels.

Given the task of public opinion research, this kind of measurement decision makes sense: the two categories are imagined as legible to most Americans and even if definitions vary, it is ultimately the endorsement of "pro-life" or "pro-choice" that matters above any definitional variations. However, a number of key questions emerge when evaluating these assumptions: do people, in fact, rely on the same definitions? Given the political shifts of the last decade, what might be missing from our analysis of people's endorsement of these two identities? Does offering participants the opportunity to endorse a more complex identity offer additional information for public opinion researchers? And does the opportunity to identify in more complex ways better represent people's sentiment?

We asked participants to report their abortion identity using a novel procedure which combined a quantitative measure with a qualitative follow up question. We asked participants two questions: "How 'pro-life' are you?" and "How 'pro-choice' are you?" on a self-anchored scale (Cantril, 1965; McClelland, 2017). They first indicated their level of agreement with each item on a 10-point scale and also provided qualitative data on how they defined the "low," "medium," and "high" anchors for the two scales (see Figure 1). This is why this scale is referred to as "self-anchored" – each participant is asked to define the anchors of the scale for themselves.



Figure 1. Self-anchored ladder measure (for further discussion, see McClelland, 2017)

This measure allows for several important analytic steps when assessing rates of "pro-life" and "pro-choice" endorsement. With these kinds of data, we are able to assess: (1) the number of people who identified with one or more labels and the strength of each identification; (2) the range of meanings participants used to define and delineate "pro-life" and "pro-choice" and the extent to which these definitions are shared in the sample; and (3) how people defined identities that they do not endorse (e.g., how someone who identified as pro-life defines a pro-choice identity). Across two studies, we have been able to investigate these questions using the self-anchored ladder method.

Study 1 (*N*=72) was conducted in-person in 2019 using paper and pencil survey methods with participants in Michigan, Arizona, and Kansas. Study 2 (*N*=1,060) was conducted online in 2020 using a sample collected using Prolific. Both studies were non-probability samples that were purposively constructed to represent equal number of women and men, as well as equal number of participants who identified as "pro-life," "pro-choice," "some other identity," and "I don't know." In addition, we sampled for diverse political identities, as well as gender and racial diversity.

In Study 1, the sample (*N*=72) included those who identified as pro-life (41.5%), pro-choice (33.8%), "some other identity," (18.5%), and "I don't know" (6.2%). We included a qualitative option for participants to describe "some other identity." Responses included "anxious and uncertain" and "pro-life for myself and pro-choice for others." These indicate two important trends that we found across the study: these identities can be emotionally fraught and that a singular identity may not adequately capture how people orient themselves in this domain. Of those who responded to the self-anchored ladder (*N*=59), one-third (37.7%) responded to the two items ("How 'pro-life' are you?" and "How 'pro-choice' are you?") with a high score on one identity and a low score on the other, which is how most people are assumed to respond to similar survey items. In contrast, two-thirds (61.5%) of the sample endorsed both identities to some extent. These findings indicate that endorsing a singular identity was not the norm and that traditional survey methods may be missing the ways that people identify as both pro-life and pro-choice when given the opportunity.

One of the major themes in the qualitative responses was a distinction between oneself and another person in terms of abortion; for example, "I'm against it, but people should be allowed to do what they want." Across the two studies, this complex sentiment was described as important to how people identified their own position. It was also a

commonly used middle point in the self-anchored ladder. This indicates that this level of complexity and distinction between how a person identifies with the pro-life or pro-choice label may importantly differ when the object is oneself compared with another person. These findings draw attention to the complexity of abortion identities which are often considered only in binary forms, and to the potential for mis-measurement of abortion identity in national polls. Without research that pairs quantitative responses with qualitative definitional research, researchers risk making inaccurate group comparisons.

#### References

Cantril H. (1965). The pattern of human concern. New Brunswick, NJ: Rutgers University Press. Jozkowski, K.N., LaRoche, K.J., Crawford, B.L., Jackson, F., Turner, R.C., & Lo, W.J. (2021, October). "Because I understand both sides": Exploring attitudes of US adults who simultaneously identify as pro-life and pro-choice. Society for Family Planning Annual Meeting. Virtual Meeting. McClelland, S. I. (2017). Conceptual disruption: The self-anchored ladder in critical feminist research. Psychology of Women Quarterly, 41(4), 451-464.



## QUALPOR Initiatives

### **Learning Bursts**

Learning Bursts (LB) is a QUALPOR initiative which aims to provide free professional development sessions for the QUALPOR community. We plan to offer 2-3 sessions per year focused on skills and/or theory related to qualitative research and practice.

The inaugural LB session, "Online Focus Groups: A Panel Discussion of Current Best Practices," was held virtually on February 24, 2022 and had 154 attendees. The recording is available on the **QUALPOR page** of AAPOR's website.

The 2<sup>nd</sup> LB session of 2022 will be held on **Thursday**, **Dec. 8<sup>th</sup> (11-12 pm EST)** and will feature a panel discussion on gendered language. See a description of the panel within the Co-Chairs' column on pages 1-2 of this newsletter. You can register **here**.

We encourage anyone who might be interested in joining the *Learning Bursts* Planning Committee to contact us (see email addresses below).

### **Current planning committee members include:**

Ken Croes - kcroes@ssc.wisc.edu

Karen Kellard - karen@ncss.gov.sa

Kathleen Kephart – kathleen.m.kephart@census.gov or kathleen.kephart@gmail.com Colleen Colbert - colberc2@ccf.org

### **Sensitive Topics Group**

The Sensitive Topics Group has reconstituted and we held our first meeting in September. In the meeting, we decided to expand and clarify the focus of our group as "protecting respondents and staff during sensitive topics research." Our focus expands beyond topics traditionally considered "sensitive" because we recognize that intense emotions and distressing situations can arise unexpectedly in research on any topic. We intend to pursue several tasks/goals, including an ESRA panel (just accepted!) on creating safe research environments, an AAPOR roundtable, and a shareable resource library of best practices, guidance and protocols, and relevant literature. We hope that this work will support an eventual AAPOR task force and common standards and practices. We are currently in the process of scheduling our next meeting for the end of November/beginning of December. New members are always welcome and can contact me at <a href="mailto:m.m.ckone.leonard@mmckone.com">m.m.ckone.leonard@mmckone.com</a>.

#### **Standards and Best Practices Committee**

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.

Our committee has begun drafting 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 <a href="mailto:amber@hudsonpacific.co">amber@hudsonpacific.co</a>.

### **QUALPOR "Future Directions" Member Survey**

QUALPOR will be fielding its first member survey this fall/winter to determine members' needs and interests regarding professional development.

Your participation and feedback are critical.

Please help us by sharing your feedback when you receive this email invitation. Thank you in advance for your help!



### **Focus Groups with Transgender & Nonbinary Adults: Lessons Learned from Pew Research Center**

#### By Anna Brown - Research Associate, Pew Research Center

Late last year, the Social and Demographic Trends team at Pew Research Center embarked on an ambitious study about gender identity and the experiences of transgender and nonbinary Americans. We conducted a series of online focus groups of trans and nonbinary adults in March 2022, followed by a survey of the general public in May.

The focus groups led to an essay detailing the **experiences**, **challenges and hopes** of trans and nonbinary adults in which most of the text was from the participants' own words. They also led to an AAPOR presentation in Chicago this year in which we described the



lessons we learned from conducting the focus groups. The quantitative data we gathered led to an estimate of the share of U.S. adults who are trans or nonbinary as well as a sweeping look at the **landscape of public opinion** about gender identity and transgender issues.

Among the lessons we learned from the focus groups:

- Enlist the help of people who share similar identities with the group you're **studying.** For an all-cisgender research team like ours, this was critical. We spoke with several scholars in different areas of gender discourse, all of whom were trans or nonbinary themselves, as we developed the discussion guide and recruiting questionnaire. We continued to rely on their help reviewing those materials as well as the final report. In addition, our moderators were all trans or nonbinary. We had a trans woman moderate a group of all trans women, a trans man moderate a group of all trans men and a nonbinary person moderate a group of all nonbinary people. Other groups included a mix of trans and nonbinary adults and were moderated either by a nonbinary or a trans man moderator.
- **Design your materials to suit the needs of your target population.** For trans and nonbinary adults, earning their trust early on was critical. Consulting with people who are trans and nonbinary themselves helped us avoid language in our recruiting questionnaire and discussion guide that could have been insensitive or seen as out-oftouch. Because we were recruiting from a pool where most respondents would be

eligible to participate (outreach to people who had previously said they were trans or nonbinary in panel surveys, as well as connections through professional networks and LGBTQ+ organizations), we could use terminology such as "nonbinary" in our screening questionnaire that might not be broadly understood among the general public but worked well for our target population.

- Keep groups small, overrecruit and have a plan in place to keep the groups running smoothly. We recruited six participants per group with the intention to seat four or five in each group. For an online focus group, smaller is usually better – crosstalk is minimized and it allows for a more in-depth discussion. 83% of our recruits showed up with working technology and no group had all six participants, so overrecruiting was essential. We also had someone dedicated to tech support available for the duration of each focus group so that the moderator could focus on moderating.
- Stay flexible. Even when you plan ahead for contingencies, you may still need to make decisions on the fly. Each of our focus groups was scheduled for 90 minutes but some moved more quickly than others. Without intervention, some groups would not have been able to get through the entire discussion guide. If a group veered into a tangent that wasn't relevant to our goals or if a question fell flat with a particular group, we could send a message to the moderator asking them to try to move to the next topic. We could also have them skip less-essential topics if it was moving slowly, avoid sensitive topics if the group rapport didn't seem strong enough, or keep probing on a particularly interesting discussion.
- Understand that focus groups are not representative of a population as a whole, so inferences are limited. We set some minimum quotas for groups that we wanted to be sure to hear from, such as older adults and nonwhite participants and we ended up with good racial/ethnic and age diversity. Still, some groups were easier to recruit than others. Majorities of our participants were living in urban areas, were single and had at least bachelor's degree. We also recruited more nonbinary participants than trans men or trans women.

We hope other researchers will learn from our study and apply these lessons to their qualitative work, whether it involves trans and nonbinary participants or other groups. If you'd like to learn more about this research, the **focus group findings** are publicly available, including details on the **methodology we used**. Thanks to our research partner PSB Insights, our moderators and experts that we consulted, and all of our participants for making this project a success.



### Theme for 2023 AAPOR Annual Conference Announced

By Brady T. West, AAPOR Conference Chair (bwest@umich.edu)

Greetings QUALPOR! I write with news of the theme for the 2023 AAPOR Annual Conference, and important points to think about when submitting abstracts.

In 2022, AAPOR celebrated **coming together** for our first in-person conference since 2019, and we challenged ourselves with disrupting public opinion research in the pursuit of equity and inclusion. In 2023, we will maintain this spirit but shift our focus to building collaborative partnerships and **working together** to face the challenges discussed in Chicago. Collaboration and partnership are crucial for high-quality public opinion research and being able to hear all voices from the communities that we are measuring. Survey and public opinion researchers bring myriad technical skills to the table, but only when they build close working relationships with community partners and substantive experts does the most impactful research emerge. For the 2023 conference theme, we will be recognizing the importance of careful public opinion research to collaborative science, and reflecting on the importance of collaboration to gaining knowledge.

This said, the theme for the 2023 annual conference will be **Working Together: The Essential Role of Public Opinion Research in Collaborative Science**. Consistent with this theme, AAPOR members will be encouraged to submit \*joint\* abstracts, featuring a survey/public opinion research lead and a substantive/community lead who will provide a \*joint\* talk (or poster presentation). While abstracts of all types will still be considered, preference will be given to those that outline joint talks, where the substantive lead can talk about the research problem and the importance of collaborating with the research lead in solving that problem. The substantive leads can provide a continuing picture of the important role that our work plays in advancing science in a variety of areas, while the research leads can continue to describe innovative methods and results that provide value to the substantive lead.



Because many substantive leads will likely not be AAPOR members, they will be allowed to register for the conference at a reduced rate, allowing them to "preview" AAPOR and ideally become regular members after becoming more familiar with the work of the association. We will also offer these collaborating presenters one-year memberships in AAPOR at no charge. Furthermore, the most highly rated joint abstracts after the abstract review process will be highlighted as **spotlight talks** in the conference program, and collaborating presenters on these talks will have their airfare and one night of a hotel stay covered by AAPOR.

As QUALPOR members, I encourage you to think about scientific collaborators with whom you have recently interacted, where your knowledge of qualitative design and analysis techniques has truly benefited a research study that the collaborator may have initiated. This would be a great way to introduce your colleagues to AAPOR, and further remind people how important your qualitative work is to enriching collaborative research projects!

Go <u>here</u> to submit your abstract. All abstracts are due **November 14**<sup>th</sup>. Please do not hesitate to reach out with any questions, and I look forward to reading your abstracts.

### **Call for Collaborative Institutions:** Graduate Student Qualitative Methods Network (GSQMN)

By Jessica Lester, Indiana University & Mirka Koro, Arizona State University

COVID and its ongoing aftermath has changed the social makeup and potentially hindered various collaboration and networking opportunities for graduate students interested in qualitative methods.

In response, we are working to collaboratively organize the **Graduate Student** Qualitative Methods Network (GSQMN). The purpose of the GSQMN is to create spaces for graduate students to engage into methodological discussions, collaborations, and peer and faculty mentoring across institutions.

This network will offer virtual and in-person meetings where students can learn and share their qualitative research projects and methodological ideas. This network will be further developed during collective discussions and through participatory planning processes once the collaborating institutions have been identified.

If this opportunity interests you, please send an email that includes: 1) the institution name, and the 2) faculty contact/point person who is interested in collaboratively building this network to Jessica Lester inlester@indiana.edu or Mirka Koro mirka.koro@asu.edu. As you consider joining and collaborating with us, we are happy to answer any questions you may have.



### New Member Corner

QUALPOR membership continues to grow and currently has 132 members. Two of the newest members introduce themselves here:



#### Dan Bausch, MPP - Project Director, APPRISE

I am a Project Director with **APPRISE**, a non-profit research institute that specializes in energy program evaluation and policy research. My responsibilities include designing and conducting qualitative and quantitative research studies, managing program evaluation studies, and training interviewers and research staff. Recently, I have conducted qualitative in-depth interviews with clean energy development companies, low-income households, and energy program administrators. I learned about QUALPOR at the AAPOR conference

and was interested in becoming involved to learn about tools and resources that researchers use to help design, track, and analyze qualitative information in a meaningful and effective way. I look forward to becoming a better researcher through my engagement with QUALPOR.

#### Nicole Mitchell - Senior Knowledge Specialist, Dynata

I am a Senior Knowledge Specialist on Dynata's Research Science Team. My insights industry journey began in 1999, when I joined Dynata as a Project Director on the Telephone Sample Team. In 2004, I shifted gears and joined the newly minted Online Team as a Senior Project Manager where I mastered global project management, sample design, international sample procurement, and client development. After an exciting six years during which I had the honor to witness the massive growth of online research as a methodology, I decided to pursue a new passion. My desire for answers led



me to focus on data quality and market research best-practices research and I became a member of the Research Science Team where I currently utilize my knowledge of both offline and online research. As a member of the Research Science Team, I conduct primary research projects, help clients with research issues they face daily, provide internal and external training, and work to support Dynata's sampling initiatives.

Prior to the pandemic, I started to see the beginning of the integration of both quantitative and qualitative research in the search for answers to our research questions. I believe behavior changes due to COVID and technology developments in the market research industry have widely opened the door to combining these two research methods. As I peek my head through that door, I am excited to join QUALPOR to gain deeper insights on how qualitative combined with quantitative research methods can enable researchers to create robust and holistic insights that will result in better informed decision making.



# Journals Publishing Qualitative Research

American Educational Research Journal	Qualitative Health Research
American Journal of Qualitative Research	Qualitative Inquiry
American Sociological Review	Qualitative Market Research: An International Journal
Applied Nursing Research	Qualitative Psychology
Educational Researcher	Qualitative Research
Ethnography	Qualitative Research in Psychology
Field Methods	Qualitative Research Reports in Communication
International Journal of Qualitative Methods	Qualitative Social Work
International Journal of Qualitative Studies on Health and Well-being	Qualitative Sociology
International Journal of Social Research Methodology	Quality & Quantity
Journal of Advanced Nursing	Sociological Methods & Research
Journal of Counseling Psychology	Sociological Research Online
Journal of Mixed Methods Research	Sociology
Narrative Inquiry	The Qualitative Report

### Workshops/Training & Conferences

### Workshops/Training

Using qualitative software tools, online courses on: **Undertaking evidence reviews** November 7 & 8 2022 **Undertaking evaluation** November 21 & 22 from the Social Research Association **Using Digital Tools for Visual Analysis** December 12 from University of Surrey



- Photovoice Worldwide <u>"Talking with Pictures:</u> Photovoice," 5 sessions, 2 hours each November 15, 22, 29, December 6, 13
- National Centre for Research Methods, <u>"Transparency in Qualitative Research"</u> November 29, 2022, 10:00-16:00 GMT
- CAQDAS training: <u>Using Digital Tools for Visual Analysis</u> December 12, 2022, 8:30am-12pm ET
- TQR Interpretative Phenomenological Analysis (IPA) Virtual Training Workshops January 16, 2023 and January 19, 2023, with Jonathan Smith, Birkbeck University of London UK
- Introducing Institutional Ethnography: An Interdisciplinary Feminist Approach to Social Research January 23-24, 2023 from the National Centre for Research Methods NOTE: All times GMT

#### Conferences

- 7<sup>th</sup> World Conference on Qualitative Research, Algarve, Portugal January 25-27, 2023
- TQR 14th Annual Conference, "Living in a Post-Covid World" February 16-18, 2023 Accepting submissions on a case-by-case basis
- **78<sup>th</sup> Annual AAPOR Conference**, Philadelphia, PA May 10-12, 2023 Call for submissions (Deadline: November 14<sup>th</sup>)
- International Congress of Qualitative Research, "Qualitative Inquiry in Post(?)-Pandemic Times" Urbana, IL May 17-20, 2023 – Abstracts can be submitted through December 1, 2022