QUALPOR NEWS

October 2023

Happy Fall, QUALPOR members!

Kathleen Kephart, QUALPOR Co-Chair

We are excited to announce some changes in the QUALPOR leadership team. Melissa Dunn Silesky (melissahdunn@gmail.com) is our new co-chair along with Kathleen Kephart (kathleen.kephart@gmail.com). After 1.5 years as our QUALPOR co-chair, Colleen Colbert (colberc2@ccf.org) is now our new Communications Director. Finally, we are excited to welcome Alex Piccirillo (alexandra.a.piccirillo@census.gov) as our new Membership Director.

Melissa Dunn Silesky, QUALPOR Co-Chair

This Fall, QUALPOR is hosting two great learning opportunities. First, on October 18th at 1pm ET, we will be hosting a Learning Bursts panel about the future of qualitative research: *The Future of Qualitative Research: Virtual Methods, AI Tools and Their Impact on Research, Teams and Organizations* (register here: **https://go.wisc.edu/jpuo6s**). Second, on November 16th, we are hosting a virtual version of the QUALPOR panel that was originally presented at this year's AAPOR conference (see page 9).

Additionally, the special *POQ* issue on qualitative research is accepting submissions through December 4th. You can find more information on **the *POQ* site**. Finally, if you are interested in being included in the 2024 QUALPOR panel at the annual AAPOR conference, we are accepting abstracts through November 7th. Please send your abstract to Melissa (melissahdunn@gmail.com) and/or Margaret Roller (rmr@rollerresearch.com). As always, if you are interested in getting more involved in QUALPOR, please feel free to contact any of the leadership team members or any of our wonderful initiative leads.

Don't Miss! - AAPOR 2023 Short Course

Qualitative In-depth Interview Method: A Quality Approach to Data Collection and Analysis

Wednesday October 25 2:00 PM – 5:30 PM ET   Presenter: Margaret R. Roller MA

As the most frequently used qualitative research method, the in-depth interview enables researchers to explore complex issues and gain a contextually rich understanding of participants' lived experiences. However, the complexities associated with conducting qualitative in-depth interviews present unique challenges to researchers who strive to develop qualitative research designs that result in meaningful contextual data and analysis while incorporating quality measures that maximize the ultimate usefulness of their research.

This short course will discuss an approach that is focused on rigorous in-depth interview method design that does not stifle the unique attributes of qualitative research and the creative approaches utilized by skilled qualitative researchers. With respect to data collection, this course will discuss the strengths and limitations of the in-depth interview method, scope (sampling, sample size, and cooperation), data gathering (researcher and participant effects, guide development, interviewer skills and techniques), and mode considerations. The analysis portion of the short course will discuss the association between the unique attributes of qualitative research and the skills required to analyze qualitative data, analytical approaches, data formats, an eight-step analysis process, and a review of CAQDAS (computer-assisted qualitative data analysis software). Practical examples from Margaret's work and the literature will be used throughout the course to illustrate points of discussion. As an interactive course, attendees will be asked for their input on topic areas and encouraged to ask questions.

Registration for this short course is available **here**.

Conducting Impactful, yet Secure and Compliant, Virtual Qualitative Research for the U.S. Department of Defense

By Karl G. Feld, Subject Matter Expert Analysis and Applied Research Methods, E. Lee Hill, Analysis, Analytics, Assessments, and Evaluation Program Manager, Victoria Leoni, Senior Editor/Research Analyst, Roddy Rasti, Senior Research Analyst - Vistra Communications

Keywords: disclosure avoidance, cybersecurity, privacy, confidentiality, incentives, PII, DoD, military, virtual focus group, qualitative

Recent privacy and confidentiality methods research has focused on issues of qualitative participant protection in finite professional populations. Protection of the opinions and contributions of junior enlisted personnel in the U.S. Department of Defense (DoD) environment is particularly important because of the hierarchical nature of military culture. Research with DoD personnel is also complicated by global distances, regulatory requirements, budgetary constraints, organizational complexity, and the need for speed. Information security requirements compound this complexity.

In September 2022, the Defense Information School of the Defense Media Activity (DINFOS) requested the DMA's Data and Assessments Office (DAO) qualitatively assess the responsiveness of the current Mass Communication Foundations (MCF) course to the operational needs of all five uniformed Services. In a span of six weeks from October to November 2022, the four authors executed 29 focus groups with multi-Service graduates and unit supervisors assigned to duty stations across 18 time zones.

The content of the MCF course is mutually agreed upon by uniformed representatives from all five Services organized as the Public Affairs Training and Education Council (PATEC). Changes to course content require PATEC consent. DINFOS used the study results to successfully liaise with PATEC senior leaders and adjust MCF CY2023 curriculum to respond to individual Service requirements reported from the research.

Conducting this research project presented a variety of challenges. Our team identified and addressed significant threats to success including inter-Service cooperation, budget, recall bias and limitations, poor participation rates, deductive disclosure risk, anonymous recruitment and group participation, reidentification protection, global distances, and client expectations.

Crucial to project success was the use of DoD's version of Microsoft Office Suite, DoD365-J. The DoD has approved DoD365-J for storage and transmission of Confidential Unclassified Information, allowing the DAO to use Outlook to send emails containing participant PII, study data, and invitations to participants. Our team also used the DoD's Global Email System in Outlook to find email addresses for those participants on our lists who were missing information or had nonfunctional email addresses. The Outlook Calendar function was used to recruit participants by email and confirm scheduling for those on the system.

DoD365-J Teams served the most essential functions. Teams allowed for virtual focus groups with participants in different countries. Participants could call-in or join using a pseudonym with their camera off to avoid names appearing in the sessions. Teams also created recordings and real-time transcripts for each group. Not all DoD personnel have a DoD365-J account or even a computer, so providing the Teams call-in option was critical.

DoD365-J delivers Office Suite tools our team used for coding transcript information. It also provides SharePoint space that can be partitioned to limit access and securely store CUI study materials.
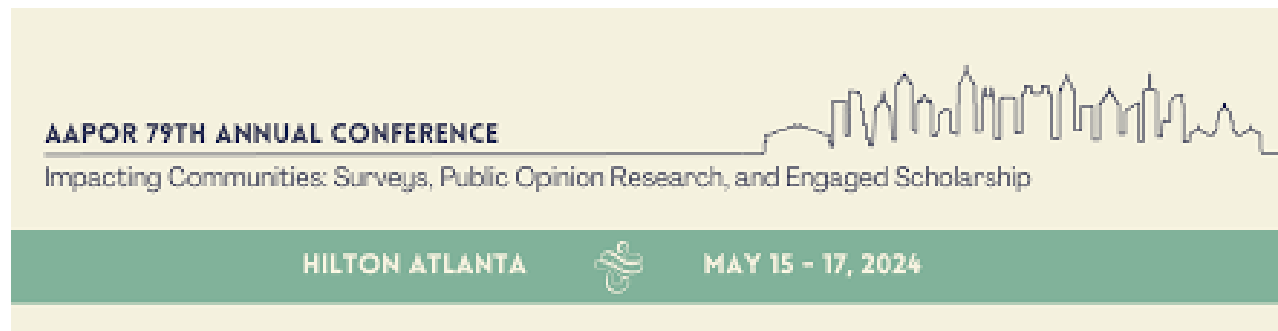
The DAO team was transparent with PATEC about study expectations and limitations, which promoted a collaborative atmosphere and facilitated Service involvement in sourcing graduate and supervisor records, sending endorsement letters, and signing joint certificates of achievement as participant incentives. As identity protection measures, the DAO instructed participants to use pseudonyms (ALPHA-ZULU) while in groups and deliberately selected participants to prevent graduates from the same unit or MCF class iteration from participating in the same group. The DAO leveraged DoD authorities concerning non-disclosure to promote participant compliance. Final reporting also suppressed findings if they threatened deductive disclosure of participant identities. Only Service and graduate/supervisor status were reported with direct quotations.

The DAO promoted graduate and supervisor participation by: (1) using personalized communication on DoD365-J from a .mil domain, (2) scheduling groups in participants' time zones, and (3) offering an executive summary of findings to participants. Adding an administrator to the moderator/notetaker team proved critical to helping participants overcome technical problems during groups.

Conducting Impactful, yet Secure and Compliant, Virtual Qualitative Research for the U.S. Department of Defense by Karl Feld, et al.

Despite all these measures, participation rates were the principal challenge in this study. Initial list building with the Services yielded poor match rates with DINFOS student records. Many of the email addresses from the Services were nonfunctional, which implied those participants may never have received Service authorization to participate. For future studies, the DAO will match DINFOS records to Defense Manpower Data Center (DMDC) information directly to build mailing lists. The DAO will in turn provide these lists to the Services for sending authorization letters.

Non-response rates for working emails were also high, suggesting more research into participant decision-making and incentives is required. More lead time for systematic recruiting and replacement is also required. This is especially true for Guard/Reserve participants.

AAPOR 79TH ANNUAL CONFERENCE
Impacting Communities: Surveys, Public Opinion Research, and Engaged Scholarship

HILTON ATLANTA   **MAY 15 – 17, 2024**

On May 15-17, 2024, the 79th annual AAPOR conference will be held at the Hilton Atlanta. This year's conference theme focuses on how work done by public opinion and survey research methods scholars and practitioners impacts communities through the engaged scholarship. As you know, public opinion scholarship plays an important role in democracy and governance by allowing researchers and policymakers to measure the opinions and concerns of all members of communities. It is also a key source of information for developing and evaluating policies at all levels of government in multiple domains, including health, the environment, transportation, finance, disaster preparedness, social services, justice, and others. Finally, survey and public opinion research provides important data about disparities and inequity that can be used to improve diversity, equity, and inclusion.

Qualitative research plays an important role in each of these forms of engaged scholarship – for example by providing rich information to researchers and policymakers about citizens preferences and opinions, giving unique insight into the needs of key policy stakeholder groups, and by providing evidence that can be used to evaluate and improve policies. We look forward to receiving abstracts that highlight the engaged scholarship of QUALPOR members!

Allyson Holbrook
2023-2024 Conference Chair

Gina Walejko
2023-2024 Associate Conference Chair

2024 QUALPOR PANEL

Call for Abstracts!

This is the **Call for Abstracts for the 2024 QUALPOR Panel**. We are happy to consider any abstract with a focus on qualitative research design and implementation within public opinion or social science research. Abstracts within one of these broad areas will be considered:

- Mixed methods research

- Cognitive interviewing

- Working with qualitative datasets and analysis

- Qualitative research involving sensitive topics, hard-to-reach or vulnerable populations

- Qualitative methods – A focus on a particular method (e.g., in-depth interviews, focus group discussions, ethnography)

The theme of this year's conference is Impacting Communities and, in this spirit, a preference will be given to submissions for the QUALPOR Panel that are compatible with this theme. The ultimate composition of the panel (in terms of topic area[s]) will depend on the submissions we receive.

Please keep in mind that we are **only allowed up to 5 panelists in this session**. However, anyone not selected for the panel is encouraged to submit through AAPOR's *Call for Submission* page for consideration in the conference qualitative research track.

If you would like to be considered for inclusion in the QUALPOR Panel, please submit an abstract of **no more than 300 words** and include: (1) a **title** for the presentation, (2) **contact information** for yourself and any co-authors, and (3) the broad **topic area(s)** of your presentation.

Submission Deadline:

To meet the AAPOR deadline of November 15th, all abstracts for the *QUALPOR 2024 Panel* are due by **Tuesday November 7th**.

Decision Timeline:

We will respond to everyone who submits an abstract for the QUALPOR panel on or before Friday November 10th. Anyone not chosen for the panel will have time to submit to AAPOR by November 15th.

Please send your abstract to **Margaret Roller** at **rmr@rollerresearch.com** or **Melissa Dunn Silesky** at **melissahdunn@gmail.com** with the subject line "**2024 QUALPOR Panel Abstract**."

We hope to hear from you and look forward to what we anticipate will be another year of thought-provoking discussions of qualitative research at AAPOR 2024!

QUALPOR *Initiatives*

Learning Bursts

Learning Bursts (LB) is an initiative of the QUALPOR affinity group of AAPOR. The LB series aims to provide free professional development sessions for the qualitative research community. LB sessions are focused on skills and/or theory related to qualitative research.

Since the last QUALPOR newsletter was circulated in April, we held a session on June 1, 2023, titled "Good Practices and Common Pitfalls of Thematic Analysis." The presenters were Marieke Haan, PhD, of the Department of Sociology at the University of Groningen and Simon Venema, MS, of the Organization for Addiction Mental Health Care North Netherlands. A video was made of the session and can be accessed on the **QUALPOR page** of the AAPOR website.

We have two LB sessions scheduled this fall. Both will be held virtually.

- **Wednesday, October 18, 1:00–2:15 pm ET**: "The Future of Qualitative Research: Virtual Methods, AI Tools and Their Impact on Research, Teams and Organizations." The speakers will be Isaac Rogers, President of SAGO, Sidi Lemine, CEO of Jade Kite, and Darby Steiger, Director of Qualitative Research & Survey Design at SSRS. If this newsletter is circulated before October 18, you can register for the session **here**.
- **Thursday, November 16, 12:30–2:00 pm ET**: *A Special Virtual Presentation of the QUALPOR Affinity Panel that was presented at AAPOR's 78th Annual Conference*." Presenters: Shakari Byerly, Elizabeth Sciupac, Neil Ruiz, Rodney Terry, and Myia Welsh. **Moderator:** Martha Stapleton, NORC at the University of Chicago. You can register here: **https://go.wisc.edu/hvxv30**

If you would like to present a session in the LB series or if you have an idea for a future LB session, please let us know!

Current *Learning Bursts* planning committee members:

Ken Croes – kcroes@ssc.wisc.edu

Zoe Grotophorst – grotophorst-zoe@norc.org

John Huffman – Johnhuffman@gfiresearch.com

Kathleen Kephart – kathleen.m.kephart@census.gov or kathleen.kephart@gmail.com

Lisa Lin-Freeman – llin-freeman@trebuchetresearch.com

Andrew Stavisky – StaviskyS@gao.gov

Darby Steiger – DSteiger@ssrs.com

William Weaver – william.weaver@nh-r.com

Sensitive Topics Group

The Sensitive Topics group hosted a Roundtable at AAPOR in May. Lisa Carley-Baxter, Lisa Lewandowski-Romps, Darby Steiger, and Mariel McKone Leonard shared experiences of working with respondents and researchers on studies involving sensitive questions. The group intends to submit a similar proposal for next year's AAPOR conference.

At ESRA, Mariel McKone Leonard led and participated in a panel on Creating a Physically and Emotional Safe Research Environment. Presentations discussed recruiting respondents to a domestic violence survey, creating a safe online survey environment for victims of crimes, managing physical risks for F2F interviews during COVID, and defining sensitive topics.

Our next meeting will be held in late October or early November.

Standards and Best Practices Committee

The AAPOR standards committee has asked QUALPOR to develop standards associated with qualitative research. Rather than focusing on communications guidelines – our group's initial effort – the standards and best practices subcommittee is going to shift gears to develop quality standards. If anyone works for an organization that has their own qualitative standards and would be willing to share them, that would be really helpful for us to use as a starting point. Please contact Amber Ott at amber@hudsonpacific.co if you have any guidelines to contribute. The committee is also always looking for members. Send Amber a note if you'd like to be added to the group.

QUALPOR *Learning Bursts* Series
A Special Virtual Presentation of the QUALPOR Affinity Panel that was presented at AAPOR's 78th Annual Conference

Title: Qualitative Research to Study the Hard-to-Reach, Underrepresented, and Sensitive Topics

Date: Thursday November 16, 2023

Time: 12:30-2:00pm EST

Registration Link: https://go.wisc.edu/hvxv30

Moderator: Martha Stapleton, NORC at the University of Chicago

The 2023 QUALPOR Panel at AAPOR's 78th Annual Conference was a standing-room-only success! For any of you who missed it, or for anyone who would like to repeat the experience, the QUALPOR *Learning Bursts* initiative is proud to bring back the panel for a November online session.

The "Qualitative Research to Study the Hard-to-Reach, Underrepresented, and Sensitive Topics" panel consists of five researchers utilizing a variety of qualitative methods and techniques to explore these topic areas. Shakari Byerly will discuss their mixed methods study examining the relationship between racism and unacceptable health outcomes for Black Californians. Neil Ruiz will discuss Pew Research Center's qualitative research with Asian Americans to supplement their large national survey. Rodney Terry will present qualitative findings from 2020 Census evaluations that were conducted to understand the barriers to participation in federal data collection among Historically Undercounted Populations (HUPs) and HUP-serving organizations. Myia Welsh will discuss the lessons learned in achieving large-scale, multi-year qualitative data collection to assess statewide efforts in West Virginia to improve services for children with serious emotional disorders. And Elizabeth Sciupac will present a recent qualitative study on racism and antisemitism consisting of 25 in-depth interviews with Black pastors and Black churchgoers.

You may use the registration link above to sign up for this session. We hope to see you there!

Public Opinion Quarterly – 2025 Special Qualitative Issue
Call for Papers

TITLE: **Qualitative Research: Advancing the Social & Behavioral Sciences**

Co-editors: Margaret R. Roller, Zachary R. Smith, Paul J. Lavrakas

Public Opinion Quarterly invites papers for a cross-disciplinary special issue on qualitative public opinion and social research, including qualitative-only designs and mixed methods designs where qualitative research forms the dominant component. 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. The special issue will be published in 2025.

We seek submissions that utilize qualitative (or qualitative-dominant) research to study substantive issues including, but not limited, to:

- Hard-to-reach and vulnerable populations
- Healthcare-related attitudes and behavior
- Diversity, equity, and inclusion
- Elections, voting behavior, and other political issues
- Online behavior and social media
- Social and civic communication

Additionally, we welcome papers that highlight the novel contributions of particular qualitative methods to the study of public opinion and social research.

Submissions should not only demonstrate the important contribution that qualitative methods make to advancing knowledge but also discuss the quality elements of the research design, including scope (e.g., sample design and sampling), data gathering (e.g., construct validity, bias, nonresponse), and analysis (e.g., data format and tools, procedures, inter- or intra-coder reliability). In the interest of transparency and transferability, successful submissions will include data collection instrument(s), coding protocols, and other details of the research design and its implementation that would enable another scholar to conduct similar research in a different context, as required by *Public Opinion Quarterly's* authorship guidelines.

Submitted manuscripts will be reviewed by the editorial team on three overriding factors:

the demonstration of an important contribution attributed to a qualitative approach, the quality principles employed in the research design and implementation, and the level of transparency.

The deadline for manuscript submissions is **December 4, 2023.** First round decisions will be made by **March 4, 2024** and authors of manuscripts accepted for final publication will be notified by **November 11, 2024**. *Public Opinion Quarterly's* **"Author Guidelines"** provide general instructions and information on the review process. Note that original article submissions should not exceed 6,500 words of text and notes, excluding figures, tables, references, and appendices.

Please submit papers online through **Manuscript Central** and include "special qualitative issue" in your cover letter.

If you have any questions, please contact Margaret Roller at rmr@rollerresearch.com and/or Zachary Smith at ZSmith@cdc.gov.

We look forward to reviewing your paper and potential contribution to this historic special issue of *Public Opinion Quarterly*.

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HILTON ATLANTA   MAY 15 – 17, 2024

Impacting Communities: Surveys, Public Opinion Research, and Engaged Scholarship

May 15 – 17, 2024

Call for Papers, Methodological Briefs, Posters, Panels, and Roundtables

Submission Deadline: Wednesday, November 15, 2023, at 11:59 p.m. ET

Discussion of qualitative research has become a tradition at the AAPOR Annual Conference.

Let's make the 2024 conference the best ever.

Submit your abstract by November 15th!

New Member Corner

QUALPOR currently has 150 members and continues to grow. Becoming a member is easy, just contact the QUALPOR Membership Director, Alex Piccirillo (see page 1), and be put on the list to receive all QUALPOR communications. Two of the newest members introduce themselves here:

Shawnna Mullenax – Senior Director of Methodology and Analytics, PSB Insights

I'm a Senior Director of Methodology and Analytics at PSB Insights where I get to design and execute exciting inclusive and multicultural research studies for our clients. I earned a PhD in Political Science from the University of Colorado Boulder with a focus in political behavior, underrepresented groups, and social science methodologies. I've always loved qualitative research and had the privilege of interviewing women's and LGBTQ rights activists in Bolivia in 2015 for a study assessing the effectiveness of left-leaning governments in the region. I joined PSB Insights in 2018 as a key researcher for the 2020 Census communications campaign where I co-led one of the most significant qualitative research studies to date – a nationwide initiative that included 122 focus groups with hard-to-reach audiences in 13 languages to rigorously test content for the paid media campaign. Today I specialize in guiding inclusive qualitative and quantitative methodology, sampling, analysis, and insights for a diverse range of private, public, and non-profit-sector clients, ensuring that their research encompasses various perspectives and cultural backgrounds. Joining QUALPOR was a no-brainer for me as I looked to become more involved in the AAPOR community. The QUALPOR community is setting the standard for high-quality qualitative research and I wanted to be a part of that effort!

Hillary Steinberg – Mixed methodologist, Data Collection Methodology and Research Branch, Economic Statistical Methods Division of the Census Bureau

I hold a PhD in Sociology and I am a mixed methodologist in the Data Collection Methodology and Research Branch in the Economic Statistical Methods Division of the Census Bureau. In addition to respondent research, my interests include Historically Undercounted Populations and Sexual Orientation Gender Identity (SOGI) measures on establishment surveys. My research background and substantive expertise include childhood, disability, social psychology, gender, and qualitative methods.

Workshops/Training/Webinars & Conferences

Workshops/Training/Webinars

- **An Introduction to Qualitative Data Analysis** with Johnny Saldaña, hosted by The Qualitative Report October 25, 2023
- Photovoice Worldwide **"Talking with Pictures: Photovoice,"** 5 sessions, 2 hours each throughout October 2023
- **"Let Me Tell You What I Really Think: Creating Questions that Excite Respondents to Give You More"** hosted by QRCA, January 12, 2024, virtual
- **"Autoethnographic Storytelling in Qualitative Research"** with Carolyn Ellis and Arthur Bochner, hosted by The Qualitative Report, February 9, 2024, virtual
- **"Probing – Getting to the AHA"** hosted by QRCA, March 8, 2024, virtual

Workshops & Webinars from CAQDAS (computer-assisted qualitative data analysis software) Providers

- **HyperRESEARCH**
- **MAXQDA**
- **NVivo**
- **Quirkos**

Conferences

- **QRCA Annual Conference**, Denver, CO, January 22-25, 2024 - Use code **FLASH24** for $25 off through October 23, 2023
- **8th World Conference on Qualitative Research**, Portugal, South Africa, & online, January 23-25, 2024 – Abstract submission deadline October 19, 2023
- **TQR 15th Annual Conference, "Qualitative Inquiry; Access Denied?"** Nova Southeastern University, Ft. Lauderdale, FL February 29-March 1, 2024 – Submissions accepted on a case-by-case basis
- **79th Annual AAPOR Conference**, Atlanta, GA May 15-17, 2024 – Submissions deadline November 15, 2023
- **International Congress of Qualitative Research, "Qualitative Inquiry in the Present Tense: Writing a New History"** Urbana, IL May 15-18, 2024 (in person), May 29-31, 2024 (virtual)
- **2nd Conference of the Association of European Qualitative Researchers in Psychology**, Milan, Italy June 26-28, 2024