QUALPOR NEWS

April 2024

Happy Spring, QUALPOR members!

Kathleen Kephart, QUALPOR Co-Chair

We are excited to welcome the more than 25 new members who have joined QUALPOR in 2024.

For those new to QUALPOR, welcome! QUALPOR includes four initiatives, including Learning Bursts, QUALPOR News, Sensitive Topics, and Standards and Best Practices. To learn more about each of these initiatives, and to get involved, please see the QUALPOR webpage: **https://aapor.org/affinity-groups/qualpor/**
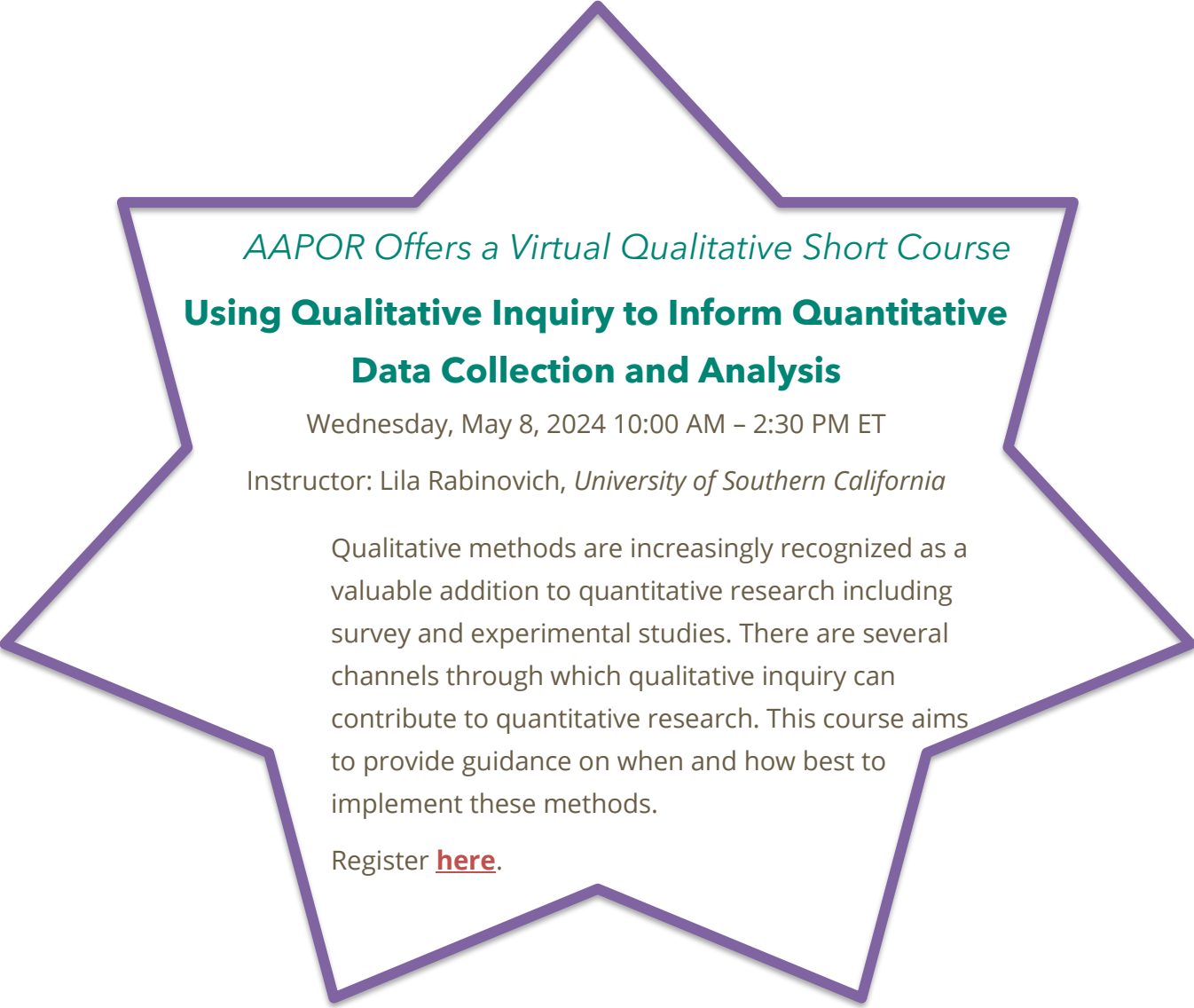
It was great to see so many of you at the April QUALPOR member meeting. During the meeting we discussed all of the QUALPOR and qualitative research events that will take place at the 2024 AAPOR conference in Atlanta. We also heard updates from our initiative leads. To get involved in QUALPOR News, Sensitive Topics, Standards and Best Practices, or Learning Bursts, please reach out to leads directly or to the QUALPOR co-chairs. In early summer, keep an eye out for a Doodle to help us schedule the Fall 2024 QUALPOR member meeting.

Melissa Dunn Silesky, QUALPOR Co-Chair

For many, Spring is synonymous with the AAPOR conference. This year, QUALPOR will be hosting our annual affinity group panel and a networking event. The panel, called The Impact of Qualitative Research on Vulnerable Communities, will feature four papers discussing research with vulnerable communities utilizing a variety of qualitative methods and techniques (see more about the panel in this newsletter). Right afterwards, join us for a QUALPOR Networking Event for a chance to connect with other QUALPOR members and researchers interested in qualitative research. The panel is Thursday 5/16 from 10:30-12pm in Room 221; the networking event will be on 5/16 from 12-1pm in Room 213. There are many other great qualitative sessions being presented by QUALPOR members at the conference, which we encourage you to attend. And be sure to come by and say "hello" at the QUALPOR table at the welcome reception on Wednesday May 15th at 6:00pm and pick up some QUALPOR swag!

As always, if you are interested in getting more involved in QUALPOR, please feel free to contact us at kathleen.kephart@gmail.com and melissahdunn@gmail.com.

AAPOR Offers a Virtual Qualitative Short Course

Using Qualitative Inquiry to Inform Quantitative Data Collection and Analysis

Wednesday, May 8, 2024 10:00 AM – 2:30 PM ET

Instructor: Lila Rabinovich, *University of Southern California*

Qualitative methods are increasingly recognized as a valuable addition to quantitative research including survey and experimental studies. There are several channels through which qualitative inquiry can contribute to quantitative research. This course aims to provide guidance on when and how best to implement these methods.

Register **here**.

Perspectives on AI in Qualitative Research

Andrew Stavisky (US GAO)[1] and Darby Steiger (SSRS) have a conversation on AI in qualitative research. Andrew begins...

Hey Darby, since the release of ChatGPT about a year and a half ago, developments in AI have come so fast, it's like a firehose coming at us all the time. What are some of the ways that AI is being used in qualitative research?

Andrew, you and I have been attending conferences together like QRCA and QUAL360 where a dizzying array of companies have been exhibiting and presenting their latest AI tools designed for qualitative research. The market research industry seems to be the primary audience for many of these tools, with their LLMs (Large Language Models) being trained to understand consumer behavior, brands, and marketplace decision making. For the field of social science, however, we may not be so quick to incorporate these tools, nor may they be quite ready for our needs.

Regardless, here are some ways we've seen companies and organizations leveraging AI to support their qualitative research.

Discussion Guides
- Generating literature reviews and conducting social listening to support hypothesis generation
- Drafting moderator guides
- Pretesting moderator guides with personas (sometimes called "digital twins" or "synthetic respondents")

Recruitment
- Using "Digital twins" or "synthetic respondents" to pretest screeners
- Targeting potentially eligible participants

Data Collection
- AI moderation
- AI-suggested probe
- Replacing human participants with "Digital twins" or "synthetic respondents"
- Live sentiment coding
- AI-assisted translation
- AI-generated transcripts/notes

Analysis
- Coding data
- Thematic analysis
- Summaries

These are the AI-supported tasks I've become aware of in the past year, but I'm assuming there are many more types of offerings out there and on the horizon.

Andrew, what concerns does the federal government have around using AI, specifically applied to the issues that the QUALPOR community should be keeping in mind as we explore using AI tools with our clients and research partners?

Darby, there is an increasingly long list of use cases for using AI in the government, and we can talk about those in another conversation. The list of government concerns when it comes to using AI is also long. It's one of the few policy areas where there is broad bi-partisan support for addressing AI related issues. There are over 100 AI related bills on the Federal legislative docket, and many states have also introduced their own AI legislation. This past fall, President Biden released an Executive Order (EO) focusing on AI safety; and in March, the Office of Management and Budget (OMB) released its implementation memo to the EO that details specific actions that federal agencies must take when developing and/or deploying AI to ensure the safety and protect the rights of Americans. In the spirit of the government's efforts to ensure the safe and responsible use of AI, here are some of the AI-related issues that the QUALPOR community should keep in mind as we explore AI tools with our clients and research partners:

1. Safety, & Security

2. Privacy

3. Ethical Considerations

4. Transparency

5. Equity & Bias Mitigation

6. Accountability & Responsibility

7. Human-in-the-Loop integration (which is the combination of AI and human expertise)

Darby, what are some of the AI tools you have been exploring?

We have dabbled with ChatGPT to see how it does in generating questions for moderator guides and creative projective techniques. My conclusion is that ChatGPT is somewhat like an intern. It can generate basic ideas that may stimulate our thinking, but ultimately cannot replace our experience and contextual understanding of our client's needs and the population we are studying.

At SSRS, we've also been exploring how AI features can be leveraged in asynchronous online bulletin boards. For example, we recently conducted a multi-language study using a platform that integrated AI-driven translations (basically, Google Translate was baked into the board itself). Because of this capability, we were able to pose questions, understand responses, ask probes, and read

translations of video uploads across participants speaking 8 different languages while the board was live. This feature worked well for us in some languages, but not as well in others. The platform also suggested different AI-generated probes tailored to each person's responses. Like the ChatGPT example above, however, we found the AI probes to be somewhat basic and often not exactly relevant to our research goals, so we tended not to use them. Bottom line, we are curious to continue exploring these capabilities with a heavy dose of caution.

Finally, we've also been exploring tools to help us with qualitative data analysis. There are a few important factors to consider when exploring AI analysis tools. First and foremost is data security. We need to be certain that our data is being stored safely and securely, that it is not accessible to anyone outside of our research team, and that it is not being used to train LLMs. So far, we've found several platforms that meet these requirements. Another important factor is whether the platform links the thematic codes and findings back to the source data. This helps us assess the accuracy of the AI conclusions. In all, we are seeing somewhat positive results so far with the platforms we've been testing - when we compare the AI analysis to our own human analysis, it seems to do a reasonably good job identifying the themes. We are going to continue testing platforms, because we do believe that if we can create efficiencies in the coding phase, it will give us more time to spend generating thoughtful, insightful reports.

Well, Andrew, how have you been using AI at GAO and what are you exploring?

Darby, at GAO, we are involved with and using AI in various ways.

First, as a Congressional oversight agency, we are auditing agency use of AI and looking at the AI inventory lists of Federal agencies. One of our findings is that agencies don't have a full understanding of what is and is not AI, and they don't yet have the workforce capacity to keep up with AI demands. One of the Biden Administration's Executive Order recommendations was to increase the Federal AI workforce and for each agency to have a Chief AI Officer.

A second way we are involved with AI is in our role as a convener and in conducting technology assessments of emerging technology. We have a growing AI portfolio and we've conducted recent technology assessments of AI in Healthcare, of AI in improving climate disaster modeling, and looking at both the commercial development and human and environmental impacts of generative AI. For each of these technology assessments, I've moderated a 3-day virtual expert panel with about 20 of the world's leading experts on the relevant area of AI.

Finally, our innovation lab has developed its own LLM and is currently developing use cases. One of which, as you mentioned, is using generative AI to analyze unstructured text – which could be anything from analyzing public comments on a proposed regulation, summarizing current proposed Congressional Bills, or analyzing transcripts from interviews, focus groups or expert panels. This use case is the holy grail for me at GAO!

Darby, what most excites you and concerns you about AI as you look to the future of AI for qualitative researchers?

I must say, I'm really excited about the prospects for AI to help our qualitative analysis process be more efficient. I am confident that AI will never replace humans in qualitative research, but if it can support us with the manual work of sifting through transcripts and sorting quotes into thematic areas, that could save us a lot of time and free us up for higher-level thinking. Honestly, I am NOT as excited about these new platforms that use AI chatbots to ask the questions as if they are humans. The beauty of qualitative research is in our human interactions, rapport building, and connections we make with our participants, and I just don't see AI ever being able to do that well.

Andrew, you've told us about the concerns of the government, but what excites you about AI, particularly from a qualitative research perspective?

Darby, I agree with your insight about AI helping qualitative researchers become more efficient in all aspects of the research process. Despite my reservations about certain AI applications — like real-time moderation — I'm most excited about the integration of AI in the post-data collection phase, which would include incorporating AI transcriptions and using AI to analyze text.

Expanding on what I mentioned in my previous answer, at GAO we are currently testing and integrating two AI methodologies for analyzing text. The first combines traditional NLP with human discernment, leveraging topic modeling to construct initial categories followed by human analysts expertly coding the data. Additionally, we are testing the use of our own LLMs for both the labeling and coding steps with humans in a quality control role. The second method uses generative AI to create summaries and themes of the data with the ability to click into the themes and validate the underlying data that is driving the themes – a critical step for organizations that prioritize accountability and transparency.

You and I have tested platforms that weave AI into every stage of research. And I have been impressed with the advancements represented by these platforms. However, I urge fellow qualitative researchers to exercise caution and not to become overly reliant on these tools. Although the synergy of AI's precision and human expertise can lead us to more informed and impactful research outcomes, we must diligently verify and interpret the AI's output because the responsibility for decisions based on AI-generated insights rests on our shoulders.

[1] *The ideas and statements herein do not reflect or represent the official views of the Government Accountability Office in any way.*

AAPOR 79TH ANNUAL CONFERENCE

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

HILTON ATLANTA   MAY 15 – 17, 2024

We are excited to welcome QUALPOR members to the upcoming AAPOR conference to be held in Atlanta, Georgia from May 15-17. The early-bird deadline for registration is past, but you can register up until the conference itself.

The conference this year is going to highlight a number of events that may be of interest to QUALPOR members. One of our virtual short courses, that will be held from 10:00am-1:30pm ET on May 8, 2024, is entitled "Using Qualitative Inquiry to Inform Quantitative Data Collection and Analysis." This course will be taught by Lila Rabinovich from USC.

We are also trying something new this year – preconference idea groups. These are informal groups that will get together to have in-depth discussions organized and run by a moderator. Darby Steiger, from SRSS, will lead one of these groups entitled "The Future of Qualitative Research" on Tuesday afternoon from 2:00 – 5:00 pm. You can register for these on the AAPOR **Idea Groups page** (note: This is separate from conference registration. There is no extra cost for conference attendees.).

The scientific content of the conference this year continues to be excellent and there is a **qualitative track** that features papers using qualitative methods or about qualitative methods. Included in this track is the QUALPOR panel "The Impact of Qualitative Research on Vulnerable Communities" that will be held on Thursday May 16th from 10:30am – 12:00pm.

As usual, the conference will continue many of the best AAPOR traditions, some with a new twist. These include the welcome reception, banquet, presidential address, plenary, chapter party, song contest, and applied probability panel.

One twist on an old favorite is that this year's fun run will be a **Fun(d) Run** and be a featured part of AAPOR Gives Back. Sponsored runners will have their laps counted and all funds will benefit the **Midtown Assistance Center**, a nonprofit organization whose goal is to prevent homelessness and hunger among low-income working Atlantans by providing assistance. Perhaps QUALPOR could even sponsor a runner for the Fun(d) Run!

We look forward to seeing you in Atlanta in a little less than a month!

Allyson Holbrook and Gina Walejko
2023-2024 AAPOR Conference Chairs

Don't Miss the QUALPOR PANEL at the Conference!

Thursday, May 16th 10:30 a.m. to 12:00 p.m. Floor: 2 Room: 221

The Impact of Qualitative Research on Vulnerable Communities

Megan Cotter, *Moderator*

"Eliciting Indigenous Voices: Leveraging Qualitative Methods to Explore How Scams Impact American Indian and Alaska Native Communities," Kristen Conrad, Darby Steiger, Jania Marshall, and Alicia Williams

"Interviewing Parents and Children about Online Safety: Best Practices and Lessons Learned from a 5-Country Study," Lucy Wanyee, Charles Lau, Shawnna Mullenax, Andre Sanabia Johnston, Ana Maria Rodriguez, Daniel Leza, and Pramod Bhatt

"A Mixed Method Study of Asian Americans Living in Poverty," Neil Ruiz and Ziyao Tian

"Functional Limitations: Using Mixed-Methods to Pretest New Disability Measures," Robin L. Kaplan, Tywanquila Walker, and Rebecca L. Morrison

QUALPOR *Initiatives*

Learning Bursts

The Learning Bursts Committee is working on many interesting topics to host webinars this year, please keep a look out for upcoming events. We are also always on the lookout for people to help plan, coordinate, and even present in the webinar series. If you are interested in learning more or joining the Learning Bursts Committee please reach out to Lisa Lin-Freeman at llin-freeman@trebuchetresearch.com.

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! The names and contact information for the current Learning Bursts planning committee members are listed on page 9.

Current *Learning Bursts* planning committee members:

Zoe Slowinski – slowinski-zoe@norc.org

John Huffman – Johnhuffman@gfiresearch.com

Kathleen Kephart – 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

Upcoming Learning Burst: Summer 2024

The QUALPOR Learning Bursts Committee is excited to announce its first summer Learning Burst session! The session will feature a panel of experts from the Qualitative Research Consulting Association (QRCA) who will share their insights and experience with using artificial intelligence (AI) in applied qualitative research. The session will include real-world examples, discussion on best practices, as well as an interactive Q&A. The session is slated for August 2024. Please stay tuned for updates and registration details from the Learning Bursts Committee.

Sensitive Topics Group

The Sensitive Topics Group is developing a library of literature and resources related to surveying and interviewing on sensitive topics and with vulnerable populations. Sam Evans is taking the lead on reviewing and organizing literature already submitted. We hope to eventually find a way to make this library available to QUALPOR members. In the meantime, we welcome any contributions or suggestions of literature on training interviewers on sensitive questions, developing distress protocols, and similar topics. Literature or questions can be sent to m.mckone.leonard@mmckone.com.

Standards and Best Practices Committee

The Standards and Best Practices Committee has been collecting qualitative standards and guidelines from QUALPOR members to inform the development of new standards for AAPOR. If you are aware of qualitative standards and guidelines that we should consider, please share them with the group. We could especially use examples from private industry and/or market research. The committee will be meeting in the next few weeks to develop a roadmap for drafting and approving the new standards. If you have materials to share or have interest in joining the committee, please contact Amber Ott at amber@hudsonpacific.co.

AAPOR 79TH ANNUAL CONFERENCE

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

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

Interested in Qualitative Research?

Here are the Many, Many Ways to Find Inspiration at the AAPOR Conference!

Tuesday, May 14, 2024 ▪ 2:00-5:00 p.m. ▪ Floor: 2; room: 220
Idea Group: The Future of Qualitative Research
Organizer: Darby Steiger, SSRS

Wednesday, May 15, 2024 ▪ 4:15-5:45 p.m. ▪ Floor: 2; room: 220
Will You Participate in My Research? Qualitative Research in Recruitment
Moderator: Aleia Clark Fobia, U.S. Census Bureau

Talking to Non-Respondents about Surveys: Recruitment, Data Collection and Outcomes
Marieke Haan[1], Yfke Ongena[1], Demi Stadens[1], and Vera Toepoel[2], (1) University of Groningen, (2) Statistics Netherlands

Does Person X Live Here?: A Qualitative Examination of the Results of the 2022 ACS Content Test Rostering Experiment
Alexandra Piccirillo, Kathleen Kephart, Eric Stone, and Kristen E. Kohm, U.S. Census Bureau

A Tailored Mailing Experiment for Recruiting U.S. Veterans in Survey Research: Findings from the Ascend Study for Veteran Suicide Prevention
Vince Welch[1], Erin Fordyce[1], Evan Herring-Nathan[1], Evgenia Kapousouz[1], Claire Hoffmire[2], Theresa Morano[2], and Lindsey L. Monteith[2], (1) NORC at the University of Chicago, (2) U.S. Department of Veterans Affairs

New Methods for and Subsequent Outcomes of DoD Uniformed Personnel Virtual Recruitment to in-Person Focus Groups across Eleven U.S. Military Bases in Japan
Karl G Feld[1], E Lee Hill[1], Victoria A Leoni[1], Jaquan Outlaw[1], Roddy M Rasti[1], and Tatum Vayavananda[2], (1) Vistra Federal, (2) Defense Media Activity

Decoding the Jargon: Considerations for Recruiting Participants in Studies of Emerging Topics
Brittany Harris, Heather Driscoll, Robynne Locke, and Rachel Kinder, ICF

Thursday, May 16, 2024 ▪ 8:00-9:30 a.m. ▪ Floor: 2; room: 217
Qualitative Methodological Briefs
Moderator: Martha Stapleton, NORC at the University of Chicago

Unlocking Youth Insights: Modernizing Mobile Surveys for Inclusive Design and Better Data Quality
Natalie Morrissey, Jennifer McNulty, Hunter Peebles, Lindsay Jefferson, and Susan Ullrich, Fors Marsh

Adapting Our Methods: Using Photo Elicitation during Cognitive Interviews with Adults with Intellectual and Developmental Disabilities (ID/DD)
Ann MacFadyen and Amanda Wilmot, National Center for Health Statistics

Virtual Facilitation Tools Increase Diverse Participation, Inclusion, and Representation during Data Collection, Analysis, and Interpretation
Megan Cotter and Abigail Mariani, NORC at the University of Chicago

A Multi-Faceted Approach to Evaluating Data Quality in Questions on School Enrollment
Courtney Reiser, Beth Satisky, and Sarah Heimel, U.S. Census Bureau

2022 NAS Focus Groups Investigating Response to Recruitment Materials from Low Educational Attainment, Black/African American and Latinx Participants
Debbie Krugipudi[1], Deidre Patterson[2], Matthew D. McDonough[1], William Kerr[2], Robynne Locke[1], Kisha Bailly[1], Priscilla Martinez[2], and Randy Zuwallack[1], (1) ICF, (2) Alcohol Research Group

Quick-Turn Cognitive Testing: Ready, Set, Go!
Elizabeth Sciupac, Robyn Rapoport, Darby Steiger, and Rob Manley, SSRS

Rapid Ethnographic Assessment of Community Perspectives on High Teen Birth Tates in a Rural County in Georgia: An Examination of Data Collection Methods and Community Engagement
Kendra Hatfield-Timajchy[1], Anna Brittain[1], David Warner[1], Tonia Ruddock[2], and Gail Seifert[3], (1) Centers for Disease Control and Prevention, (2) Georgia Dept of Public Health, (3) Ware Children's Initiative A Georgia Family Connection Collaborative

Less Is More—the Art of Interviewing Sensitive Topics
Kai Fuentes, Ebony Marketing Systems Inc.

Thursday, May 16, 2024 ▪ 10:30 a.m.-12:00 p.m. ▪ Floor: 2; room: 221
*** QUALPOR PANEL ***
The Impact of Qualitative Research on Vulnerable Communities: A QUALPOR Panel
Organizers: Margaret Roller, Roller Research & Melissa Dunn Silesky, The Public Good Projects
Moderator: Megan Cotter, NORC at the University of Chicago

Eliciting Indigenous Voices: Leveraging Qualitative Methods to Explore How Scams Impact American Indian and Alaska Native Communities
Kristen Conrad[1], Darby Steiger[1], Jania Marshall[1], and Alicia Williams[2], (1)SSRS, (2)AARP

Interviewing Parents and Children about Online Safety: Best Practices and Lessons Learned from a 5-Country Study
Lucy Wanyee[1], Charles Lau[2], Shawnna Mullenax[3], Andre Sanabia Johnston[3], Ana Maria Rodriguez[4], Daniel Leza[4], and Pramod Bhatt[2], (1) GeoPoll, (2) RTI International, (3) PSB Insights, (4) TMG

A Mixed Method Study of Asian Americans Living in Poverty
Neil Ruiz and Ziyao Tian, Pew Research Center

Beyond Functional Limitations: Using Mixed-Methods to Pretest New Disability Measures
Robin L. Kaplan, Tywanquila Walker, and Rebecca L. Morrison, U.S. Bureau of Labor Statistics

Thursday, May 16, 2024 ▪ 12:00-1:00 p.m. ▪ Floor: 2; room: 213
QUALPOR Annual Meeting

Join QUALPOR, AAPOR's qualitative research affinity group, for our annual networking event! We welcome both QUALPOR members and nonmembers to attend. This event is an opportunity for anyone interested in qualitative research – from senior methodologists to those just interested in learning more about qualitative – to discuss current projects, challenges, and best practices.

Thursday, May 16, 2024 ▪ 1:45-3:15 p.m. ▪ Floor: 2; room: 221
Qualitative Methods for Research with Hard-to-Reach Populations
Moderator: Casey Langer Tesfaye, Westat

Vignettes in Focus Groups: Adapting Anchoring Vignettes to Prompt Discussion Among Asian Americans
Besheer Mohamed[1], Mandy Sha[2], and Michael Rotolo[1], (1)Pew Research Center, (2)Research Scientist, mandysha.com

From Numbers to Narratives: Qualitative Inquiry through a Probability-Based Panel
Darby Steiger, Kyle Berta, and Jennifer Schmidt, SSRS

Conducting Youth Focus Groups: Methods to Prioritize Safety and Privacy and Engage Youth in Sensitive Discussion Topics
Briana Starks, Erin Boyle, and Macy Miller, Mathematica Inc.

Protocols for Interviewing Teens about Sensitive Topics
Betsarí Otero Class[1], Mandi Martinez[1], and Benjamin Zablotsky[2], (1) U.S. Census Bureau, (2) Centers for Disease Control and Prevention

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Thursday, May 16, 2024 ▪ 4:30-6:00 p.m. ▪ Floor: 2; room: 221
Emerging Technologies: Super Hero or Villain
Moderator: Wendy Hicks, Westat

Modernization of Qualitative Research: Will AI Ever Replace Us?
Darby Steiger and Robyn Rapoport, SSRS

Cracking the Code: AI Vs. Human Accuracy in Open-Ended Questions
Kelly Bell, Sherin Mattappallil, Sarah Kahl, and Jordan Forrest, Ipsos

To Moderate or Not? a Comparison of Early-Stage Scoping Methods for Designing a New Survey
Benjamin L Messer and Kenneth Pick, U.S. Energy Information Administration

Qualitative Conundrums: Using Excel Power Query to Automate Data Organization, Processing, and Analysis
Tywanquila Walker, U.S. Bureau of Labor Statistics

A Preview of an AAPOR Conference

Qualitative Methodological Brief – May 16, 2024 8:00 AM -9:30 AM

Adapting our Methods: Using Photo Elicitation During Cognitive Interviews with Adults with Intellectual and Developmental Disabilities (ID/DD) By Ann MacFadyen and Amanda Wilmot

Ann MacFadyen

Amanda WIlmot

Photo elicitation is a method used during research interviews to both elicit more information and evoke different kinds of information than words alone. While the method has its roots in the qualitative work of visual anthropology and sociology, it can be applied to any interview context, as it involves simply adding a photograph into the interview as a visual prompt (Harper 2002). The photos used can come from any source, interviewer or respondent, though recent application of this method tends to involve respondents using their own photographs. For instance, in a 'photovoice' technique, respondents creatively reflect upon certain aspects of their lives through their own photos.

This presentation will explore why and how researchers at the Collaborating Center for Questionnaire Design and Evaluation Research (CCQDER) applied photo elicitation and the methodological findings from the use of this technique within the context and parameters of a cognitive interviewing study, where researchers have a single interaction with the respondent over a discrete hour of time.

From 2019 to 2022, the CCQDER conducted one-on-one cognitive interviews with adults with intellectual and developmental disabilities (ID/DD), including mostly respondents with intellectual disability (ID), aimed at exploring how people with ID/DD understand and respond to survey questions about functional difficulties. The study took place over two rounds of interviewing and included 36 participants with an ID/DD. Round 1 was entirely in-person and took place in fall of 2019. Then, during a planned pause for analysis in early 2020, the Covid-19 pandemic halted all in-person interviews. Round 2 occurred in 2022 using remote-video interviews over Zoom.

Based on the lessons learned from Round 1, and in an effort to better engage respondents with language or cognitive difficulties, the research team adjusted the study methodology for Round 2

to include the use of photo elicitation as a supplementary method to support verbal probing. The use of photos has been shown in prior research to combat fatigue in interviews (Harper 2002) and also elicit the respondent's narrative in a different, creative way – as visuals can help complement or support speech for people with expressive language difficulties (Renblad 2000; Nind 2008).

In collaboration with the sponsoring agency, CCQDER selected five public domain photos to use. The photo elicitation method was applied to 10 respondents with ID when discussing survey questions related to social participation. Interviewers shared photos via Zoom screen-share depicting people in various social scenarios and then asked about what respondents saw and how they felt, with the aim of better understanding the respondent's own social world. This presentation will share the results of the photo elicitation method within the specific context of a cognitive interview and explain how these findings impacted the results of the question evaluation study, highlighting both the successes and limitations found. While the research team found that the photo elicitation method reengaged and refocused respondents who seemed to be experiencing fatigue, there was a limit to the types of new information that emerged from the photo elicitation discussion. Rather, the photo elicitation exercise provided re-enforcing, contextual support for information gathered by the interpretivist verbal probing techniques used by CCQDER researchers.

Harper, Douglas. (2002). Talking about pictures: a case for photo elicitation. *Visual Studies* Vol 17, 1. 13-26.

Nind, M. (2008). Conducting qualitative research with people with learning, communication and other disabilities: Methodological challenges. NCRM: Southampton. Available from: http://eprints.ncrm.ac.uk/491/

Renblad, K. (2000). Persons with intellectual disability, social interaction and video telephony. An interview study. *Technology and disability*, *13*(1), 55-65.

At the beginning of this year, AAPOR announced the establishment of AAPOR's newest affinity group—the Black and African American Public Opinion Research Affinity Group, which is dedicated to amplifying the voices and perspectives of Black, African American, and African diaspora communities in the realm of public opinion research. The group was started by Dr. Shakari Byerly of EVITARUS public opinion research and Akilah-Evans Pigford of SSRS serves as Vice-Chair. BAAPOR is excited to welcome all those who are interested in joining!

BAAPOR's mission is to advance the study and exploration of attitudes and opinions within Black, African American, and African diaspora populations. We believe in promoting equity in the study of issues relevant to these communities and promoting collaboration and best practices for conducting research in an equitable and inclusive manner. We are also committed to identifying meaningful strategies to increase the representation of Black professionals within the field of public opinion.

Diverse voices lead to richer insights and more comprehensive understanding. By focusing on the experiences and viewpoints of Black, African American, and African diaspora identifying people, we not only create a more inclusive research landscape but also empower these communities to have a greater impact on the issues that affect their lives. But we can't do it alone! We need your support and participation to make BAAPOR a success. Whether you're a seasoned researcher, a budding professional, or simply passionate about social equity, there's a place for you in our community. If you would like more information or would like to be added to our membership list, please contact Dr. Shakari Byerly at shakari@evitarus.com.

Sign up Now for the Qualitative Idea Group!

"Future of Qualitative Research"

Organized by Darby Steiger

This year, AAPOR is introducing a new feature of the conference called Idea Groups, where small groups of attendees will gather for focused conversations about hot topics in research. These Idea Groups will be held from 2-5 pm on Tuesday May 14th before the conference begins. We are going to be holding one of these Idea Groups on the "Future of Qualitative Research." This will be an active sharing session where we will talk about the benefits and downsides of incorporating AI into our research, what we've been testing in our various organizations, and what implications there are for AAPOR, QUALPOR, and the future of our research. After engaging in these conversations with many folks in the market research industry, I'm really excited to have this conversation in our own AAPOR and QUALPOR community! If you're interested in attending, please sign up soon at **2024 AAPOR Annual Conference Idea Group — Signup Sheet | SignUp.com**. Space is limited!

If you are unable to attend, Darby will be summarizing the discussion during her paper on Thursday, May 16th at 4:30 p.m. in Room 221 called "Modernization of Qualitative Research: Will AI Ever Replace Us?"

Connect with QUALPOR at the AAPOR conference!

QUALPOR will have a table at the welcome reception on **Wednesday, May 15 from 6:00-7:30 p.m**. Please be sure to stop by to say Hi and get your QUALPOR swag!

Attend the QUALPOR Affinity Group Panel **Thursday, May 16 from 10:30 a.m.-12:00 p.m**.

Join our annual networking event **Thursday, May 16 from 12:00-1:00 p.m.**

New Member Corner

QUALPOR currently has 181 members and continues to grow! Becoming a member is easy, just contact the QUALPOR Membership Director, Alex Piccirillo (alexandra.a.piccirillo@census.gov), and be put on the list to receive all QUALPOR communications. Five of the newest members introduce themselves here:

Grant Benson – Director of Data Collection Operations, University of Michigan Survey Research Operations


I have worked at the University of Michigan's Survey Research Center for over 20 years. With the exception of the occasional focus group or cognitive interview, my focus has always been on the quantitative side. However, as more tools have become available to analyze vast amounts of text and other unstructured data, I've been drawn to text analytics for the past seven years or so to better understand what we are missing with pure quantitative approaches.

Right now, I'm really interested in more systematically leveraging open-ended survey responses as well as examining remarks made by our interviewers on a contact attempt to understand respondent engagement and interviewer behavior. From an operations perspective, this seems to be a largely untapped area in recent times with a substantial potential for identifying areas for process improvement, and an area I would love to collaborate on.

Alexis Chavez – Graduate Research Assistant, University of Nebraska-Lincoln

I am a second-year Ph.D. student at the University of Nebraska-Lincoln in the Quantitative, Qualitative & Psychometric Methods program within the Educational Psychology department. I am a graduate research assistant at the Nebraska Academy for Methodology, Analytics, and Psychometrics where I primarily lead qualitative projects and am involved in developing a survey for measuring DEI-related concepts in an organization. Additionally, I am affiliated with MAXQDA and am a professional trainer and consultant for them. For my dissertation, I am interested in nonverbal communication analysis and its application to the study of ecological emotions. My main interest in being a QUALPOR member is to learn from others and to share with others the experience I have gained through my work!
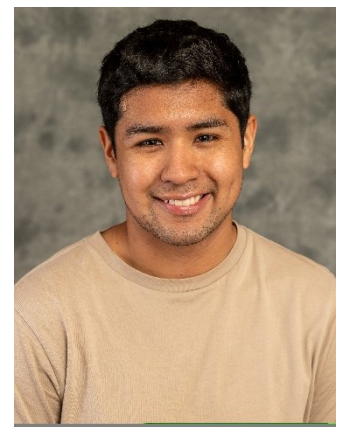
Sarah Grady – Survey Methodologist at the U.S. Energy Information Administration

I am not sure why I did not join QUALPOR earlier! I have been involved in federal statistics since 2006, first as a contractor with the National Center for Education Statistics (NCES), then working directly for NCES on a household survey. I now work for the U.S. Department of Energy on an establishment survey called the Commercial Buildings Energy Consumption Survey (CBECS). I love conducting qualitative interviews and cognitively testing survey instruments. I completed an M.S. in sociology from Virginia Commonwealth University for which I collected qualitative data about involvement in community-based social movement organizations. Lately, I have been conducting qualitative interviews outside of work for a fun project related to letter correspondence to Washington, D.C.'s legendary Dischord Records.

Amelia Hawbaker, Ph.D. – Postdoctoral Fellow School of Public Health Indiana University, Bloomington

I am a postdoctoral fellow at the IU School of Public Health in the Department of Applied Health Sciences and will transition to a new fellowship at the Saïd School of Business at the University of Oxford in August 2024. I earned a PhD in Sociology from Indiana University, Bloomington and specialize in organizations, medicine, and qualitative methods. I have had the pleasure and privilege to work on several qualitative studies within and outside of university settings, including with the IU Department of Sociology, the IU School of Public Health, the IU School of Medicine, and the Indiana Perinatal Quality Improvement Collaborative. My qualitative research specializations include maternal and reproductive health and healthcare organizations.

Mariana Melo-Vega, PhD. – Research Associate, SSRS

I'm a cultural insights researcher, trained in Latin American Cultural Studies and Cultural Theory, with expertise in race and ethnicity, gender and sexuality, indigenous cultures, and trauma informed research. I received my PhD in Latin American Cultural Studies, and worked as a professor, before deciding to transition into Market and Public Opinion Research. I am currently a Research Associate at SSRS through the IDEAtor Apprenticeship of the Insights Association. I am excited to become part of QUALPOR, as I have fallen in love with qualitative research in the social science space, and I'm looking forward to learning and exchanging ideas with other members.

Workshops/Training/Webinars & Conferences

Workshops/Training/Webinars

- **QUAL-WORKS Qualitative Research Workshops**, hosted by Emory University May and August 2024
- **"Thinking Qualitatively: Time and Place (TQ:TaP)"**, three-day virtual event of skill-building and knowledge sessions, hosted by University of Alberta, June 3-5, 2024
- From Photovoice Worldwide, **"Anticolonial Photovoice"** workshops, May 14, 2024 and June 4, 2024, virtual
- From TQR, Qualitative research online workshops on IPA, methods, and analysis, June 6-October 1, 2024. Click "Event" in **this payment form** to read the date and synopsis for each.
- From ResearchTalk and The Odum Institute for Research in Social Science at UNC, **"21st Annual Qualitative Research Summer Intensive"**, online courses, July 22-26, 2024 and July 31-August 2, 2024
- **"Autoethnographic Storytelling in Qualitative Research,"** with Carolyn Ellis and Arthur Bochner, hosted by The Qualitative Report at Nova Southeastern University, January 15, 2025, virtual

Conferences

- **20th International Congress of Qualitative Inquiry, "Qualitative Inquiry in the Present Tense: Writing a New History,"** University of Illinois, Urbana-Champaign, May 15-18, 2024 (in-person), May 29-31 (virtual)
- **QRCA Annual Conference**, Philadelphia, PA, February 11-14, 2025 - Use code **FLASH24** for $25 off through October 23, 2023
- **TQR 16th Annual Conference, "Co-Creating Our Impact: Invitations to Change"** Nova Southeastern University, Ft. Lauderdale, FL March 5-6, 2025, Online March 27-28, 2025 – Submissions deadline August 2, 2024