

QUALPOR NEWS

Fall 2025



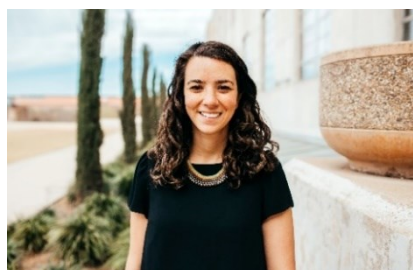
*Kathleen Kephart,
QUALPOR Co-Chair*

Happy Fall, QUALPOR Members!

As the year starts to wind down, we want to reflect on this past year in QUALPOR.

In January 2025 we rolled out our first Coffee Chat, a (nearly) monthly discussion series on different topics in qualitative research, including cognitive interviews, conducting qualitative research with kids, and distress protocols. Coffee Chats have been a great opportunity to share best practices, methodological considerations, and stories from the field with other QUALPOR members.

This year our Learning Burst Initiative members launched (with more planned!) a set of Learning Bursts with AAPOR speakers re-sharing their presentations online in themed learning sessions. You



Melissa Dunn Silesky, QUALPOR Co-Chair

can rewatch our September LB on the QUALPOR page. The goal of these Learning Bursts has been to make the conference content accessible to those unable to attend and share high-caliber qualitative research with a broader audience.

Additionally, this year our Sensitive Topics Initiative members worked to identify and synthesize best practices for distress protocols for qualitative research, including for interviewers, interviewees, and in focus groups.

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Through their efforts, they have started an Open Science Foundation page to share their findings, including a helpful flow chart they created to determine if a study needs a distress protocol.

2025 has been a big year for QUALPOR, and we can't thank you enough for being part of it!

If you are interested in presenting your work at a Learning Burst, being a featured expert for a Coffee Chat, or just getting more involved in a QUALPOR initiative, please reach out to the QUALPOR co-chairs, Melissa Dunn Silesky (melissahdunn@gmail.com) and Kathleen Kephart (kathleen.kephart@gmail.com).

2026 AAPOR CONFERENCE QUALPOR PANEL *Call for Abstracts!*

Abstracts with a focus on qualitative research design and implementation within public opinion or social science research, and 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)
- Participant recruitment strategies

The theme of this year's conference is "An LA Love Story of Data, Innovation, and the Quest for Truth" (go to [the conference page](#) to read more) and, in this spirit, a preference will be given to submissions for the QUALPOR Panel that are compatible with this theme in some way.

Abstracts for the **2026 QUALPOR Panel** are due by Monday **November 10th**. Please send your abstract to **Margaret Roller** at rnr@rollerresearch.com and/or **Melissa Dunn Silesky** at melissahdunn@gmail.com with the subject line "2026 QUALPOR Panel Abstract."

AAPOR Open Community Forum on the Current Challenges with Federal Research

Friday October 24th at 12:00 p.m.-1:00 p.m. ET

Organizer: Casey Langer Tesfaye ctesfaye08@gmail.com

Click here to register:

<https://us02web.zoom.us/meeting/register/7BlzdA-8RjuSqKl25joF2Q#/registration>

Hi QUALPOR community,

As we look ahead to AAPOR 2026 in Los Angeles, we're excited to share the vision behind this year's theme: An LA Love Story of Data, Innovation, and the Quest for Truth. It's a call to reconnect with the public, rebuild trust in data, and reaffirm the role of public opinion research in shaping a more inclusive future.



Qualitative researchers are essential to this work. We bring depth, nuance, and context to the numbers. Whether through interviews, open-ended responses, large language models, or community-based research, we help uncover the stories behind the stats.

This year's five deep-dive tracks speak directly to our strengths:

- Survey methods and data science
- Nonprobability and probability sampling
- Large language models and qualitative methods
- Representation and dissemination
- The relevance of polling and public trust

Each theme opens space for qualitative insight, innovation, and impact. We hope you'll submit your work, whether it's theory-driven, mixed-methods, or purely qualitative, and help shape the conversation in LA.

Abstracts are due November 19th. Let's make this a milestone year for QUALPOR.

AAPOR 81st Annual Conference Call for Abstracts - AAPOR

Sincerely,

Morgan Earp

AAPOR 2026 Conference Chair

Emily Geisen

AAPOR 2026 Associate Conference Chair

Qualitative Research Career Journeys

By Sarah Grady, QUALPOR Member

The U.S. Census Bureau may be known for counting, but it also hosts a hotbed of qualitative research, particularly in the Center for Behavioral Science Methods (CBSM), where both Mikelyn Meyers and Rodney Terry work. Though both researchers have worked to improve decennial Census collections and other large-scale surveys through qualitative research, their paths are unique.

Mikelyn Meyers began conducting qualitative research because of her academic work in sociolinguistics, which studies the intersection of language and society. One of its frameworks is discourse analysis. "Surveys are an interesting type of discourse because the questions are rigid but the respondent's turns are less scripted," she said.

Though most of her career has been at the Census Bureau, she spent four years managing data collection at Abt Global, a consulting firm headquartered in the Washington, DC area.

"My experience with production work informed a lot of my work when I came back to Census [after Abt]," Mikelyn said. In particular, she learned how phone centers and field interviewers impact data collection. "Interviewers add interesting complexity," she said.

Rodney Terry has focused on identity. In his PhD program, he was mentored by a personality psychologist focused on the uniqueness of life stories as a way of understanding how events affect the way individuals see themselves. For a postdoctoral fellowship with the Census Bureau, he connected this framework to identity and its impact on self-response to survey questions, asking, "What role does identity play in the response process?"

His projects at the Census Bureau have run the gamut. He has conducted cognitive testing on race and ethnicity, housing, income, and program participation. He also conducted focus groups with fellow Department of Commerce employees around retention, a project he particularly enjoyed for its service to the participants.

Despite carrying out different types of roles on qualitative research teams at the Census Bureau, both Mikelyn and Rodney champion the methodological approach.

Mikelyn says, "It's very valuable the way that we bring respondent voices into data collection. We spend so much time interacting with members of the public in the way that survey designers



Sarah Grady

Qualitative Research Career Journeys continues on page 5

cannot. We avert disasters with just a small amount of qualitative research. We bring insights to trends people see in data.”

Rodney candidly offered, “I used mixed methods in my PhD dissertation. I first thought [qualitative research] may be a ding on my reputation. But I cared about it. I’m glad I stayed with it.”

“Sometimes insight gets lost when you only measure things quantitatively,” Rodney said. “With qualitative research, you can learn about the details and dig below the surface.”

Would you like to contribute to a larger effort involving interviews with members to learn more broadly about paths leading to fulfilling careers in qualitative research? Contact me, Sarah Grady, at sarah.grady@hotmail.com.



Mikelyn Meyers, M.S., is a sociolinguist and Senior Coordinator for Decennial Research at the U.S. Census Bureau's Center for Behavioral Science Methods. She has nearly 15 years of experience at the Census Bureau, where she oversees a portfolio of more than 30 research projects spanning qualitative and quantitative methods.



Rodney L. Terry, Ph.D., is a researcher and project manager at the U.S. Census Bureau, with 16 years of experience using various methods, including cognitive testing, interviewing, focus groups, and behavior coding.

QUALPOR November Coffee Chat!

Don't miss the QUALPOR November Coffee Chat:
Responsible Incentives in Qualitative Research
with Sarah Spell, The Pew Charitable Trusts

Wednesday November 12, 2025 12:00 p.m.-12:30 p.m. ET

Join Zoom Meeting

<https://us02web.zoom.us/j/9457834947?pwd=e6Vr7XE4eRIjsM7Z1GHajzyQbONQhd.1&omn=85115487730>

QUALPOR *Initiatives*

Learning Bursts

The Learning Bursts committee is looking for QUALPOR members to help collaborate on topic ideas and coordinate with presenters. No work experience or vast professional network is required. New members of the committee can join with limited terms of only 1-2 years, serving any longer is optional. If you are interested or have questions, please reach out to the QUALPOR co-chairs, Melissa Dunn Silesky (melissahdunn@gmail.com) and Kathleen Kephart (kathleen.kephart@gmail.com). Thank you!



Sensitive Research Initiative

The Sensitive Research Initiative (previously Sensitive Topics) continues its work in developing tools and guidance for implementing distress protocols in survey research. Currently members of the group are drafting a distress protocol template and checklist for tailoring distress protocols to specific studies. Members are also working on developing guidance for addressing distress within focus group settings. In 2026, we hope to shift focus to researcher safety, including managing interviewer burden and burnout. Anyone interested in joining the group or contributing to the work on researcher safety is welcome to contact Mariel McKone Leonard at m.mckone.leonard@mmckone.com.

Standards and Best Practices Committee

The standards committee has developed a draft of best practices for qualitative research, similar to the guidance for surveys included on AAPOR's website (<https://aapor.org/standards-and-ethics/best-practices/>). It will be presented for approval at the Spring QUALPOR meeting. Thank you to the QUALPOR members who have contributed to the development or reviewed initial drafts of the guidelines.

Are there additional documents or tools that you think would be helpful for researchers, the media or consumers of qualitative research? The committee welcomes your suggestions for the development of new resources. Please send your ideas to Amber at amber@hudsonpacific.co.



Qualitative Aha Moments in the Wilderness

By Darby Steiger, SSRS VP of Innovation & Solutions

In mid-August, I had the privilege of taking part in the All American Leadership (AAL) Expedition, a week-long wilderness journey led in partnership with NOLS (the National Outdoor Leadership School). Together, our group of 8 participants, 2 instructors, and 5 incredible llamas hiked through the Wind River Range in Wyoming while engaging in deep conversations about purpose, values, leadership, and life. As I prepared for months leading up to this adventure-of-a-lifetime, I expected that I would learn outdoor skills like how to read a topographic map, how to cook nutritious meals in the wilderness, and how to care for llamas. I did learn all those things. But I didn't anticipate how often I would find myself thinking about my professional life as a qualitative researcher while hiking through the mountains and meadows of Wyoming with Sheridan the llama (see above).



NOLS centers its philosophy of leadership around a concept called *expedition behavior*. At our orientation meeting, we were taught that the word “expedition” is both a noun and an adjective. Yes, we were embarking on an expedition, but we were challenged to engage in “expedition behavior” (EB) throughout the week. We learned that EB is less about learning specific outdoor leadership skills, and more about focusing on the ways that our group was to live, work, and lead together in uncertain conditions. In a nutshell, we learned it is about being as concerned for the others in the group (and the llamas) as we are for ourselves, treating others with dignity and respect, opening ourselves up to vulnerability and honesty, and finding joy in the journey.

As I hiked through the wilderness with Sheridan, I spent some time thinking about how the specific principles of expedition behavior could just as easily be applied to the principles of being an effective qualitative researcher (especially a focus group moderator). For example, in focus groups, the moderator's role is to stick to the mission and goals

NOLS Principles of Expedition Behavior

Mission | Serve the mission and goals of the group.

Concern | Be as concerned for others as you are for yourself.

Dignity and Respect | Treat everyone with dignity and respect. Respect the people you encounter.

Support | Support leadership and growth in everyone.

Kindness | Be kind and open-hearted.

Organization | Do your share and stay organized.

Help | Help others but don't routinely do their work.

of the discussion (**Mission**); to care for participants and treat them with respect (**Concern, Dignity and Respect**); to support all voices and express kindness as we listen to people's lived experiences (**Support, Kindness**); to stay organized and be mindful of the pacing of the discussion (**Organization**); to facilitate discussion but not put words in the mouths of our participants (**Help**); to report out what we learn in an unbiased and concise manner (**Integrity, Concise**); and to effectively manage group interactions and diverse personalities (**Constructive Resolution**). In many ways, qualitative data collection is microcosm of a wilderness expedition!

I experienced four powerful "aha" moments on the Wyoming trails that brought these connections to life:

Aha #1: Moderators are "Leaders of the Day." During the expedition, each participant was assigned to be the "leader for the day," which meant we were responsible for developing and communicating the plans for that day, from the time we woke up, to how we would operate as a group, to how we would safely get to our destination. As I was communicating my expectations for our group over breakfast, I realized how similar it sounded to the ground rules I share at the start of a focus group. Throughout the day, I made a point of making sure everyone's voices were heard, especially when we hit unexpected roadblocks. It felt very similar to how we work to engage all participants in a focus group. As the day came to a close, we spent time debriefing and reflecting on how the day went, similar to how we often debrief after a series of interviews or focus groups.

Aha #2: Llamas are our co-moderators. The role of the llamas on this trip was important and symbolic. They were our trusted partners, carrying our heavy gear and lightening our load. We prepared them for the day's journey carefully each morning, making sure their panniers (saddle bags) were evenly distributed and snug. On the trail, they hiked alongside us, and stopped in their tracks when they thought we might be going in an unsafe direction. As I learned to care for Sheridan and the other llamas throughout the week, I realized that they were essentially our co-moderators, doing the heavy lifting behind the scenes to make sure we could be successful in our leadership, staying close by us on the trails, and giving us gentle feedback when we were heading in the wrong direction.

Aha #3: Self-care is vital. EB also helped me to have a new appreciation for the importance of self-care. We were told to drink plenty of water, eat as nutritiously as we could, layer up against the cold, and get enough sleep – not just to make sure our own needs were met – but also so that we could more effectively show up for the group (and the llamas). As qualitative researchers, managing our own energy and presence has the same ripple effect. If we show up to an interview or focus group depleted, we can't give participants the attentive listening they deserve. I've always

Qualitative Aha Moments in the Wilderness continues on page 9

made it a point to hydrate and eat simply before a focus group, but expedition behavior gave me a greater understanding of why this is so important.

Aha #4: Don't always stick to the map. I saw how important flexibility and adaptability are in the wilderness. We were using topographical maps that were printed 30 years ago, so the actual trails and landscape often didn't look like they did on the map. We had to constantly compare the markings on the map to what we were actually seeing in the wilderness around us. Similarly, our discussion guides don't always match the direction of the conversation. In both cases, the skill lies in not just sticking to the map (or the guide) but assessing the environment so we can know how to adapt, without losing sight of the research goals.

On the final day of the expedition, we walked in silence for the last half mile of the trip, alongside our llamas and reflecting on the powerful week we had just completed. As I walked for the final time alongside Sheridan, I quietly expressed my gratitude to him for being my trusty co-moderator for the week, and committed myself to weaving expedition behavior into my qualitative practice. Whether I'm leading a group on the trails or in a Zoom room, I will now be thinking about the lessons I learned on the trail - to take care of myself so that I can better care for others, to communicate my expectations clearly, to be aware of the needs of the group, to constantly assess the environment and not just focus on the guide, and to take good care of my co-moderator!

SURVEY PRACTICE

Special Issue on
Mixed Methods
Research

Guest Editors:
Margaret R. Roller & Doug Currivan
Editor-in-Chief: Eva Aizpurua

November 14, 2025 Deadline

Survey Practice – 2026 Special Issue

Call for Papers

**TITLE: Mixed Methods Research: Deepening Our
Knowledge Through Integrated Designs**

Guest editors: Margaret R. Roller and Doug Currivan

We are particularly interested in papers that focus on the methodological aspects of research design and how a mixed methods approach was critical to advancing methodological issues as well as an understanding of the research question.

Please visit the [**full call and submission portal**](#).

Qualitative Insights That Build Trust: Community-Driven Outreach on Tobacco and Substance Use in Colorado

By Reggie Alston, VP of Qualitative Research, and Shirley Worthington, Development Specialist, at Ebony Marketing Systems



Reggie Alston



Shirley Worthington

The Colorado Department of Public Health and Environment (CDPHE) partnered with ICF and Ebony Marketing Systems (EMS) to explore outreach strategies and gather community input on tobacco use, which remains the leading preventable cause of death, disability, and disease in Colorado. The scope of work expanded to address broader patterns of substance use among populations facing persistent disparities. These groups included adults with lower income or educational attainment, young adults aged 18–24 who work instead of attending college, Black/African American and American Indian/Alaska Native adults, pregnant women on Medicaid, adults with mental health conditions, and LGBTQ+ youth and adults. The study focused on communities in Denver, Aurora, Colorado Springs, and Pueblo—areas where health inequities are most deeply felt.

To reach these communities, the project adopted a two-pronged approach: conducting in-depth interviews with 15 community leaders and distributing flyers with unique QR codes at 30 community centers. EMS led the outreach, connecting with advocacy, religious, and educational organizations. Advocacy groups proved the most responsive, reflecting their central role in building bridges between underserved communities and public health initiatives.

From the very beginning, trust emerged as both the central barrier and the greatest opportunity for success. Many participants pointed to a history of research extraction—experiences where communities had been asked to share their stories and data without ever seeing tangible results or improvements. This history left a deep legacy of skepticism and reluctance. People worried not only about how their information might be used but also whether their participation would matter at all. Without meaningful relationships and visible accountability, many potential participants hesitated to engage.

To address these barriers, EMS modified its recruitment strategy. Before formal participation, community members were offered a short pre-engagement interview and provided with confidentiality agreements, a step that reinforced the legitimacy of the project and built a foundation of trust. This three-part process—making initial contact through trusted organizations,

Qualitative Insights That Build Trust continues on page 11

building credibility by introducing the research team and their credentials, and finally, engaging leaders in shaping distribution and survey plans—proved essential for moving hesitant organizations toward participation.

Outreach via direct hand-to-hand flyer distribution consistently outperformed passive approaches, underscoring the importance of trusted messengers and personal interaction. Language access was also pivotal: Spanish-language flyers and QR codes generated over half of all scans and nearly a third of overall digital engagement. In total, relationship-based recruitment achieved a participation rate of 60 percent, further demonstrating that trusted gatekeepers and personalized outreach could open doors even in the most skeptical communities. The research itself relied on semi-structured, in-person interviews lasting 60 to 90 minutes, guided by a discussion framework developed collaboratively by EMS, ICF, and CDPHE.

Despite these successes, persistent barriers constrained outreach. Staffing limitations, geography and transit challenges, safety concerns, and digital access issues all posed logistical hurdles. Yet the deeper barriers were cultural and relational. Distrust of research institutions, skepticism about the use of data, and fatigue from repeated surveys with little visible impact weighed heavily on participants' willingness to engage. Even when translated, materials that relied on technical or academic language often excluded large segments of the community, highlighting the need for plain-language communication that resonates across cultures and education levels.

Community leaders described health concerns that were interconnected and often overwhelming. Mental health emerged as the dominant issue, cited almost universally and described in many cases as reaching crisis levels. Substance use patterns were shifting, with cigarette smoking declining but vaping on the rise, especially among youth, alongside increasing concern about pill misuse among young adults. Chronic health conditions also loomed large, disproportionately affecting communities of color. At the same time, structural challenges—including limited healthcare access, food insecurity, housing instability, transportation barriers, economic pressures, and gaps in healthcare infrastructure—created formidable obstacles to achieving better health outcomes. Many leaders emphasized that these issues cannot be understood in isolation: mental health, substance use, and physical health conditions intersect with social and economic pressures in ways that compound disparities.

The lessons from this work point to a need for fundamental change in how health surveys and community research are conducted. Communities want to know how their participation will make a difference, and they expect clear communication about how data will be used. Outreach materials must be designed with cultural and linguistic diversity in mind, and they must be tested with community members to ensure they are both accessible and meaningful. Incentives should be

immediate and respectful of people's time, and alternatives to digital-only formats must be available for those without reliable access.

Most importantly, engagement cannot end once data is collected. Communities want to see results returned to them in ways that are understandable and actionable. Hosting forums, providing plain-language summaries, and demonstrating how findings influence policies and programs are all critical to building lasting trust. Over time, this shift—from transactional data collection to transformational relationship-building—will not only improve survey participation but also strengthen the partnership between public health institutions and the communities they serve.

New Member Corner

QUALPOR currently has more than 245 members and continues to grow. Becoming a member is easy, just contact Margaret Roller (rmr@rollerresearch.com) and be put on the list to receive all QUALPOR communications.

In this newsletter, the spotlight is on one of our newest QUALPOR members, Kora Dreffs. Kora introduces herself below.



Kora Dreffs MA

I am a Senior Market Consultant at [DNV](#) with seven years of experience in research and evaluation, specializing in survey methods, in-depth interviews, and data analysis. My work has centered on advancing clean energy and public policy evaluation, where I have managed multi-year projects spanning impact, process, and market studies. In these roles, I have guided methodological design, overseen project teams, and delivered insights that inform program strategies and decision-making.

In addition to project leadership, I contribute to business development and strategic growth, including managing bids and proposals that have expanded service offerings and secured new work. I also mentor junior staff and collaborate across teams to strengthen evaluation practices and stakeholder engagement.

I hold certifications as a Certified Aging-in-Place Specialist (CAPS) and in Diversity, Equity, and Inclusion in the Workplace, reflecting my commitment to inclusive, people-centered approaches in both research and organizational practice.

I am eager to join QUALPOR to connect with peers who share a passion for advancing high-quality qualitative research. I look forward to contributing my perspective, learning from others, and supporting the growth of our professional community.



**Public Opinion Quarterly Makes History!
With the First Special Issue
Devoted to Qualitative Research**

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

Margaret R. Roller and Zachary R. Smith, Editors

Allyson Holbrook and Phil Jones, Editors-in-chief

10 articles that discuss quality approaches to qualitative research to further our understanding of underrepresented population segments, sensitive topics, survey design, and qualitative data analysis

The entire content is open-access & can be found here

<https://academic.oup.com/poq/issue/89/SI>

QUALPOR Learning Burst Events!

October QUALPOR Learning Burst - "Innovative Methods in Qualitative Research" with Kelsey Barnick, Darby Steiger, & Teresa Garavente

Wednesday October 29th at 2:00 p.m. ET, 1:00 p.m. CT, 11:00 a.m. PT

Registration is free: <https://forms.office.com/r/dcu0S1nbZ8>

November QUALPOR Learning Burst - "Innovative Methods in Qualitative Research" with the focus on AI. Participants include Mary Meyn, Michael Schober, & Emily Geisen

Wednesday November 5th at 11:00 a.m. ET, 10:00 a.m. CT, 8:00 a.m. PT

Registration is free: <https://forms.office.com/r/gD2Sig19Rz>

December QUALPOR Learning Burst - "Methods and Topical Findings"

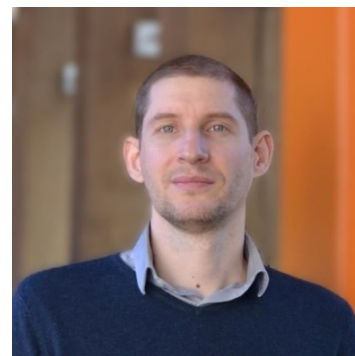
Tuesday December 2nd at 1:00 p.m. ET, 12:00 p.m. CT, 10:00 a.m. PT

Stay tuned for further details.

Understanding Nonprobability Online Panel Members' Psychographic Profiles: A Case Study in Transforming Qualitative Survey Insights into Quantitative Measures

By Sebastian Kocar, Institute for Social Science Research, University of Queensland, Australia and Paul J. Lavrakas, Independent Consultant, USA

In the context of the growing reliance on nonprobability online panels for survey research, the study by Kocar and Lavrakas (2025) investigates the psychographic profiles of panelists and the interplay between motivations and barriers to their participation in an online panel managed by an academic organization. Importantly, due to the lack of reliable closed-ended measurement tools for capturing the most common motivations and barriers, the study deliberately employed a mixed-methods approach, beginning with a qualitative phase.



Sebastian Kocar

What distinguishes this research is its foundational use of qualitative data within a panel context to subsequently develop a closed-ended quantitative instrument, which is an approach that offers opportunities for replication in other panel settings beyond the study of participation motivations and barriers. Singer and Couper (2017) previously identified *opportunities to determine the range of response options for closed-ended questions* as one reason for including open-ended questions in survey questionnaires. Accordingly, an exploratory mixed-methods design was deployed, starting with the inclusion of open-ended questions in two separate waves (i.e., one for motivations and one for barriers) of a study using data from three waves. More specifically, panelists were asked to describe, in their own words, what motivated them to join and what challenges they faced in continuing participation.

These verbatim responses were thematically coded by two independent coders, and the qualitative data revealed rich insights. The most commonly reported motivations were altruistic or self-expression, while barriers predominantly related to questionnaire design and respondent burden. This qualitative coding directly informed the development of a closed-ended instrument for use in the third wave. For example, the *desire for one's voice to be heard*, identified as a motivational factor through open-ended responses, was translated into the closed-ended quantitative statement "I participate in the panel surveys for my voice to be heard" to be used with an 11-point (0-10) end-anchored agreement scale. This rigorous process ensured that the structured items reflected authentic participant experiences that were specific to the regional context and to a volunteer panel that did not offer incentives for participation.

Understanding Nonprobability Online Panel Members' Psychographic Profiles continues on page 15

Notably, many of the identified motivations and barriers had not been reported in the existing literature, which justified the decision to base the items for closed-ended questions on empirical qualitative evidence rather than on theories of survey participation or prior studies on psychographic profiles of survey respondents. In addition to informing the design of a structured instrument, the inclusion of a qualitative component within a mixed-methods design provided participants with an opportunity to share their lived experiences in panel participation. This effectively served as a channel for constructive feedback on survey design, indicating a high level of engagement and a desire to improve the research process.

Ultimately, the study demonstrates how qualitative data collection can be strategically integrated into online panel research to enhance measurement validity, inform theories of survey participation, and guide panel maintenance strategies. By capturing these lived experiences of panelists through both qualitative and quantitative evidence, the study from Kocar and Lavrakas (2025) offers a nuanced understanding of attrition dynamics in nonprobability online panels.

Additional research currently underway by the authors uses the same panel data from participating panelists to further examine the impact of using open-ended questions in a longitudinal context to determine the range of options for closed-ended questions. Given the panel nature of the data, this on-going research can assess the suitability of the proposed mixed-methods approach by examining whether open-ended and closed-ended questions yield consistent findings at different levels. These include examining whether individual panelists' responses on barriers to participation remain consistent across both formats when administered in consecutive panel waves, whether sample-level results differ between qualitative and quantitative approaches, and the extent to which panel attrition influences aggregate item-level statistics.

References

- Kocar, S., & Lavrakas, P. J. (2025). Understanding nonprobability online panel members' psychographic profiles. *International Journal of Market Research*, 67(5), 560-588.
- Singer, E., & Couper, M. P. (2017). Some methodological uses of responses to open questions and other verbatim comments in quantitative surveys. *methods, data, analyses*, 11(2), 115-134.
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Workshops/Courses/Webinars & Conferences

Workshops/Courses/Webinars

- [Many seminars and courses related to qualitative inquiry](#), throughout the Fall of 2025 and 2026, hosted by ResearchTalk.
- [Method Behind the Madness: Behind the Scenes of and Best Practices in Qualitative Methods](#) with Laura Lemon, Virtual, December 1, 2025, 10:00 a.m. ET, hosted by The Qualitative Report.
- [Introductory Interpretative Phenomenological Analysis \(IPA\) Virtual Training Workshop](#) with Jonathan Smith, December 15, 2025, 10:00 a.m. ET, hosted by The Qualitative Report.
- [Qualitative Interviewing as Meaning-making: Theory, Methods and Practice](#) with Kathryn Roulston, Virtual, January 16, 2026, 10:00 a.m. ET, hosted by The Qualitative Report.
- [Autoethnographic Storytelling in Qualitative Research](#) with Carolyn Ellis and Arthur Bochner, Virtual, February 10, 2026, 10:00 a.m. ET, hosted by The Qualitative Report.

Conferences

- [10th World Conference on Qualitative Research](#), Madrid, Spain January 20-22, 2026, Virtual February 2-5, 2026.
- [QRCA 2026 Annual Conference](#), San Antonio, TX, February 2-5, 2026.
- [TQR 17th Annual Conference](#), "A Matter of Trust," Virtual only, March 23-26, 2026.
- [81st Annual AAPOR Conference](#), "An LA Love Story of Data, Innovation, and the Quest for Truth," Los Angeles, CA, May 13-15, 2026.
- [2026 Annual Meeting of the Society for Qualitative Inquiry in Psychology](#), Duquesne University, Pittsburgh, PA, July 17-18, 2026.

Training and events from CAQDAS (computer-assisted qualitative data analysis software)

Providers

- [Atlas.ti](#)
- [MAXQDA](#)
- [NVivo](#)
- [Quirkos](#)

Reviews of CAQDAS Programs

- [CAQDAS Networking Project](#)