QUALPOR NEWS

Spring 2025

Welcome to Spring, QUALPOR Members!

Kathleen Kephart, QUALPOR Co-Chair

We know that for many, this year has already been a whirlwind of uncertainty in the research community. As much as we can, QUALPOR is here to be a networking and support system as we navigate the evolving research environment. We also know that many members will not be able to attend the annual AAPOR conference this year.

To that end, QUALPOR is committed to continuing a robust schedule of online networking and learning opportunities throughout the year. This includes our signature program, Learning Bursts, which are opportunities for members to present their research in an online, conference presentation-style. In 2025, QUALPOR also started our new Coffee Chats program, which offers short, informal opportunities for members to discuss different topics in qualitative research. So far, the Coffee Chats have focused on intercepts for recruiting qualitative research participants and cognitive interviewing best practices. Our May Coffee Chat will be a QUALPOR networking event, similar to the one we hold in-person at the conference each year. Please join us Wednesday 5/21 at 12pm ET/9am PT to hear what fellow members are working on (calendar invite will be sent following this newsletter).

Melissa Dunn Silesky, QUALPOR Co-Chair

In QUALPOR news, we are pleased to announce that Kathleen Kephart will be staying on as co-chair for the next year! If you are interested in presenting your work at a Learning Burst or being a featured expert for a Coffee Chat, please reach out to the QUALPOR co-chairs, Melissa Dunn Silesky (melissahdunn@gmail.com) and Kathleen Kephart (kathleen.kephart@gmail.com). If you are interested in getting more involved in QUALPOR as a volunteer leader, or have other ideas or suggestions for online programming, please let us know!

Hello, QUALPORers and QUALPORites!

In 6 weeks, the 80th Annual AAPOR conference will be held in St. Louis at the historic St. Louis Union Station Hotel.

I spent the weekend finalizing the conference program, and some of my favorite sessions are on qualitative research! For example, the Tuesday before the conference offers a free Idea Group on AI in qualitative research that is still open for **registration.** This year's conference theme focuses on how AI is transforming our field, and I counted 3 sessions on advances in qualitative research methods in addition to 2 sessions on using AI to code open text. There are also several substantive talks and posters that use qualitative research methods or mixed methods to assess public opinion and – of course – there's the QUALPOR affinity group panel session.

I'd also like to highlight additional virtual and conference programming for those of you who want to upskill your career-building soft skills. On April 20th, career coach and recruiter Melissa Reitkopp will offer a **webinar on building your networking skills**, which is free for AAPOR members. At the conference, we will offer "What is" sessions on market and user experience research, a roundtable on changing careers across sectors, among other programming. We will make the audio and any slides available after the conference to our members who cannot attend in-person.

It's not too late to **register** for the conference, and I hope to see you all in St. Louis. I realize, for many of you, a conference trip may not be possible. AAPOR Council and staff are planning additional post-conference technical and career-focused programming and activities that aim to support us all.

Onward,

Gina Walejko
2024-2025 Conference Chair

Rethinking Qualitative Skills During a Time of Upheaval

By Casey Langer Tesfaye

We are in a time of big change within our industry, especially for those in federal positions and those working as federal contractors. Living in the Washington DC area, I am surrounded by people affected by the many recent changes in government and began to think about what I can offer to help. Ultimately, I developed a format for a series of community conversations that leverages my qualitative research and facilitation skills, community-based work, and the anxiety management skills I have been working on with someone very close to me who suffers from acute anxiety.

Casey Langer Tesfaye

There are four questions and four activities in each one-hour session. These sessions provide attendees with an opportunity to discuss the changes and their effects and to hear from others about their experiences and concerns, followed by a grounding exercise and an opportunity to share coping strategies. The sessions alternate between conversational topics and grounding exercises. As tensions are reduced through these exercises, there is a period of time for envisioning a way forward and a discussion about how we can support each other individually and as a community. As attendees leave, they are provided with resource sheets that include behavioral health resources and other types of resources available locally and for those affected, as well as a sheet that summarizes some of the grounding exercises. The goal is for attendees to leave feeling heard, connected, empowered and better equipped to handle the changes afoot. The sessions are designed to happen as a one-off or a series and to be adaptable across audiences.

The sessions are designed to work either in-person or online. In March, we held the first session in-person with a local community group of people living in the DC region. That group of attendees has opted to make the session into a series. In April, we will hold the next session with that group and on April 2nd, DC-AAPOR members will have an opportunity to participate in an in-person session and discuss the changes afoot in our field.

If you are interested in learning more about the sessions or holding them (or something similar) for another group, please contact me for more information (email: ctesfaye@gmail.com).

Don't Miss the QUALPOR PANEL at the Conference!

Friday, May 16th 2:30 p.m. to 4:00 p.m. St. Louis Union Station, New York

Qualitative Research and Analysis:
Flexible and Innovative Approaches to Explore Sensitive Topics, at-Risk Populations, and Survey Design

Miranda Kaye, *Moderator*

"Unlocking the Power of AI in Qualitative Analysis: Strategies for Success," Mary Meyn and Sofia Polo

"Testing Crisis Communication Decision-Making in a Modern Dictatorship through Qualitative Research," Karl Feld

"Refining Insights: Leveraging Iterative Qualitative Research to Explore Fears and Uncertainties for People with Parkinson's Disease," Robyn Rapoport, Darby Steiger, and Paula Armendariz

"Forced to Connect and Made More Vulnerable?: Reflections on the Cybercrime Risks of Dementia Caregivers Coming out of the Pandemic," Tancy Vandecar-Burdin, Muge Akpinar-Elci, and Brian Payne

"Cognitive Testing of a New Pre-Post Survey Design for AmeriCorps Members and AmeriCorps Seniors Volunteers," Philip S. Brenner, Annie Georges, and Carmen Sum

Qualitative Research Career Journeys

By Sarah Grady, QUALPOR Member

Sarah Grady

"Once your qualitative data is coded, don't you have quantitative data?" my graduate school statistics teacher said to me in 2001. I visited his office hours and talked about postmodern sociology and the importance of qualitative data. I was not sure what I would do with my Master's degree in sociology, but I was passionate about qualitative data. This pony-tailed statistics professor was especially patient with me.

Where can you practice qualitative research professionally? I would have loved to have known as a student. There is no one prescribed path to professional qualitative research work.

With a little more maturity and life experience, I learned about the rigor of the federal statistical system. I experienced how qualitative work informs good quantitative measures. One of my first tasks as a contractor for the National Center for Education Statistics was to create a coding scheme for other, specifies. Years later, my colleagues and I would plan focus groups to test survey materials, cognitive interview projects, debriefing interviews, and interviews of nonrespondents in households across the country.

While discussing this piece for QUALPOR News, editor Margaret Roller shared that she, too, felt naturally drawn to qualitative research. "I studied psychology, statistics, and experimental research. I got out of there really wanting to understand qualitative research." When she graduated, she searched for a job in which she could learn and practice qualitative research skills. "I want you to train me," she told the L.A. Times, where she would conduct focus groups for advertisers.

Margaret studied the video library of focus groups, learned how to develop discussion guides, and conducted groups at the L.A. Times to understand the method and gain qualitative research skills that she carried to her next job. After a few years, she became Manager of Quantitative and Qualitative Research at AT&T in San Francisco, CA. Today, she is an expert in the field and a noted author on qualitative research methodology.

Wherever you may be in your career, it may not be obvious to you now where you will apply qualitative research skills professionally. Passion and open-mindedness can lead you to unexpected and rewarding roles.

Would you like to share your qualitative research journey for a future *QUALPOR News* issue? Contact Margaret Roller at rmr@rollerresearch.com. 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.

QUALPOR Networking Events!

At the AAPOR Conference – May 15, 2025 – 3:30 p.m. – 4:30 p.m. – Room: Meteor

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Virtual Coffee Chat – May 21, 2025 – 12:00 p.m. ET

This Coffee Chat is a virtual QUALPOR networking event. The same event as the in-person event at the AAPOR conference, but giving non-conference goers a chance to connect. Watch your email for the Zoom link!

Coming in 2025!
Public Opinion Quarterly
First-ever Special Issue Devoted to Qualitative Research

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

Co-editors: Margaret R. Roller and Zachary R. Smith

QUALPOR *Initiatives*

Learning Bursts

The Learning Bursts (LB) April session will not be taking place due to scheduling issues. Announcements of future LB sessions will be sent out as we are able to do so.

The LB 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 Topics Group

The Sensitive Topics Group is pleased to announce that Mariel McKone Leonard will be giving a short course at WAPOR in May on Developing Distress Protocols. Additionally, the Sensitive Topics Group has a panel on Distress Protocols & Reactions to Sensitive Questions in Survey Research accepted to AAPOR. The panel will take place Thursday, May 15, 2025: 11:00 AM - 12:30 PM and will feature presentations by several members of the Sensitive Topics Group. In preparation, members are currently developing several tools related to developing and customizing distress protocols, which will be shared with the broader QUALPOR and AAPOR communities once they are finalized. Individuals interested in joining the Group are welcome to email Mariel McKone Leonard at m.mckone.leonard@mmckone.com.

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 shifted to developing quality standards. The committee has now 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/**). We are currently looking for volunteers to review. If you'd like to provide your input on this draft, please reach out to Amber at amber@hudsonpacific.com.
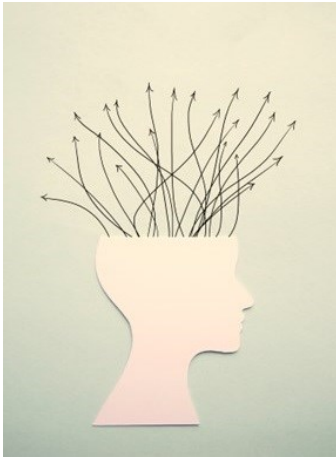
Come Early to the Conference & Join the

Qualitative Research Idea Group

Tuesday May 13, 2025 – 2:00 p.m.-5:00 p.m.
Midway Suite 3 – In-person only

AI and Other Advancements in Qualitative Research: Considerations for QUALPOR and AAPOR

Qualitative research methods have continued to rapidly evolve since the explosion of generative AI over the past few years. In last year's inaugural Idea Group on the Future of Qualitative Research at the 79th Annual AAPOR Conference, a group of 21 researchers across diverse sectors convened at AAPOR to discuss the ways in which AI tools have the potential to help us become more efficient in all phases of qualitative research. We also discussed our concerns about bias and representation, ethics and consent, and security risks related to using AI tools that may not align with our needs and obligations as social science researchers. The outcome of this session was a collaboratively-created list of over 40 specific ways in which generative AI could support the qualitative research process, along with 11 key areas of concern to keep in mind.

There are three main questions that will be posed in this proposed follow-up to last year's Idea Group:

- The first question is to ask AAPOR researchers to share learnings on how our various organizations have been considering, testing, or implementing AI tools since we last met and any challenges or roadblocks we have experienced.

- A second question is to ask about any other advancements we have been making in the way we design, conduct, analyze and report on qualitative research that are not related to AI.

- Finally, the third question is to ask and explore considerations and implications of these new methodologies for QUALPOR and AAPOR. Specifically, we will explore the potential for QUALPOR to create a set of guidelines, best practices, or standards for the use of AI in qualitative research, and what those could be.

Darby Steiger will share results from the session with the broader QUALPOR community afterwards.

AAPOR 80th Annual Conference

Reshaping Democracy's Oracle:
Transforming Polls, Surveys, and
the Measurement of Public
Opinion in the Age of AI

May 14 – 16, 2025
St. Louis

Interested in Qualitative Research?

Here are the Many, Many Ways to Find Inspiration at the 2025 AAPOR Conference!

Wednesday, May 14, 2025 ▪ 10:45-12:15 p.m. ▪ Midway Suite 10

The Promise and Pitfalls of AI in Qualitative Social Science Research
Darby Steiger, SSRS and Andrew Stavisky, U.S. Government Accountability Office

Qualitative Insights: In-Depth Interviews with AI Professionals on the Impacts of AI and Issues of Bias
Giancarlo Pasquini, Emma Kikuchi, Eugenie Park, Isabelle Pula and Eileen Yam, Pew Research Center

Qualitative Insights from AI Analyses of Social Media Posts
Michael Schober[1], Johann Gagnon-Bartsch[2], Fred Conrad[2], Rebecca Dolgin[1], Mao Li[2], Erik Zhou[2], Peilin Chen[2] and Paul Beatty[3], (1) The New School, (2) University of Michigan, (3) U.S. Census Bureau

Synthetic Respondents for Qualitative Pretesting: A Comparative Approach
Robert Torongo and Shaun Posey, Burson

Can AI be Fully Trusted As a Translation Tool in Public Opinion Research?
Ana Gonzalez-Barrera, KFF

Framework for Open-Ended Analysis through Genai and Human Collaboration
Masahiko Aida, Project Applecart

Wednesday, May 14, 2025 ▪ 3:45-5:15 p.m. ▪ Midway Suite 6

Professional Development Roundtable

***Look Who's Talking: Professional, Fake, and Synthetic Participants in
Qualitative Research and Survey Panels***

Alisú Schoua-Glusberg, Research Support Services Inc, Darby Steiger, SSRS, Kelly Bell, Ipsos, Y. Patrick Hsieh, RTI International and Amanda Titus, National Center for Health Statistics

Thursday, May 15, 2025 ▪ 11:00 a.m.-12:30 p.m. ▪ Midway Suite 1/2
Leveraging Qualitative & Quantitative Methods to Inform and Refine Survey Research

Use Machine Learning Methods to Evaluate Survey Questions By Mode
Hanyu Sun, Brad Edwards and Ting Yan, Westat

What about the Time before the Time?: Using Cognitive Interviews to Determine How to Ask about COVID-19 Vaccination Series.
Vincent Welch, NORC at the University Of Chicago, Carla Black, CDC, Jennifer L. Kriss, US Centers for Disease Control and Prevention and Adam Trahan, Centers for Disease Control and Prevention

Give a Little to Get a Little: Methodological Challenges and Mitigation Strategies for Utilizing Respondent-Centered Methodology for Economic Survey Improvement Via Qualitative Interviews
Y. Patrick Hsieh[1], Katherine Blackburn[1], Chris Ellis[1] and Kristin Stettler[2], (1) RTI International, (2) U.S. Census Bureau

Shedding Light on Sun Safety: Refining Sun Exposure Questions for the NHIS
Meredith Massey, NCHS

Revitalizing an Aging Media Survey for a Modern Audience
Andrea Bellovary, Nielsen

Integrating Data Walks in Qualitative Research to Enhance Understanding of Female-Identifying Youth Experiences and Perspectives in Chicago
Kelsey Barnick, Esperanza García, Mikaela Lies, Jamison Merrill and Melissa Gutierrez-Kapheim, Sinai Urban Health Institute

Thursday, May 15, 2025 ▪ 4:30 p.m.-6:00 p.m. ▪ Midway Suite 9
From Recruitment to Results:
Advances in Qualitative Research Design, Execution, and Analysis

Conducting Qualitative Interviews with Adults Who Use Augmentative and Alternative Communication Supports
Ann MacFadyen, National Center for Health Statistics

Using NVivo Auto-Coding for Qualitative Analysis of Open-Ended Survey Data
Alexandra Kolomensky, Summit Consulting LLC and Teresa Kline, Summit Consulting, LLC

Signing in but Not Signing up: Challenges for the Recruitment of Interview Participants in Online Political Spaces
Russell W Hansen, University of Washington

Virtual Focus Groups: Innovative Methods for Engaging Military Participants
Ryan P. Riley[1], Matthew D. McDonough[1], Rebecca Thompson[1], April Sanders[2] and Marielle G. Machacek[2], (1) ICF, (2) Center for Army Leadership

Employing New Qualitative Methods to Study News in a Digital Era
Kirsten Eddy[1], André Sanabia Johnston[2], Rebecca Bukele[2] and Michael Lipka[1], (1) Pew Research Center, (2) PSB Insights

Friday, May 16, 2025 ▪ 10:15 a.m.-11:45 a.m. ▪ Regency A
Beyond the Basics: Advancing Qualitative Research Practices

Ripple Effects Mapping (REM): An Innovative Method for Capturing More Than Just Opinions
Laura Wagstaff[1], Elizabeth Rovegno[2], Barbara Fernandez[2], Margaret Hargreaves[2] and Jennifer Satorius[2], (1) NORC at the University of Chicago, (2) NORC at the University of Chicago

Using Discovery Group® Focus Group Methodology to Examine Attitudes Towards AI: Using Pre-Group Assignments to Elicit Deep Understanding and Beliefs
Amanda Frail, Alan Newman Research and Teresa Garavente, ANR

Friday, May 16, 2025 ▪ 10:15 a.m.-11:45 a.m. ▪ New York
AAPI Research & Affinity Group Panel
Lessons and Knowledge Gaps from Recent Advances in Studying Asian Americans,
Native Hawaiians and Pacific Islanders

Since 2021, there has been major advances in public opinion research for studying Asian Americans (AA), Native Hawaiians and Pacific Islanders (NHPI). These advances also revealed continued challenges for studying these populations such as language access, data disaggregation, complexity of identity, sovereignty of native populations, and issues of trust in researchers to accurately depict their experiences. This roundtable will bring together researchers working on cutting-edge ways using survey and qualitative research methods for reaching into AA and NHPI populations. This roundtable will draw lessons learned from these major advances.

New Member Corner

QUALPOR currently has more than 200 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 the newest QUALPOR member, Jane Roberts.

I'm based in Chicago and work remotely as a qualitative research methodologist within the Survey and Qualitative Methods Core (SQMC) at Dana Farber Cancer Institute in Boston, and also as co-instructor teaching qualitative research methods at Harvard School of Public Health. At Dana Farber, I work with investigators developing research design, conducting interviews/ focus groups, and analysis. There's a wide range of projects (mainly within medical oncology) we work on, so I feel like I'm always learning something! I'm particularly interested in learning more about Delphi approaches, and integrating AI into qualitative research.

Jane Roberts

I received an MSc in medical anthropology from University College London and a PhD in social psychology from London School of Economics. I'm very happy to have found QUALPOR! As a qualitative researcher working remotely, it's great to feel part of a community where I can learn and hopefully share ideas with others here.

April QUALPOR Member Meeting
April 17, 2025 – 2:00 p.m. ET/11:00 a.m. PT – Virtual

In the meeting, we will

- Highlight QUALPOR in-person opportunities at the conference
- Provide updates on the QUALPOR initiatives
- Hear from the presenters on this year's QUALPOR Panel
- Have an open discussion on projects or issues that members are working on

In addition, members will have an opportunity to respond to

- What events or topics from QUALPOR would be helpful right now?
- For those not presenting at the conference, Does anyone have research they would like to present online as a special QUALPOR Learning Burst session?

Workshops/Courses/Webinars & Conferences

Workshops/Courses/Webinars

- **Managing and Sharing Qualitative Data via the Qualitative Data Repository (QDR)**, Virtual, April 10, 2025, 10:00 a.m. ET, hosted by The Ohio State University.
- **Many seminars and courses related to qualitative inquiry**, throughout 2025, hosted by ResearchTalk.
- **Photovoice Method Summer School**, Virtual, 9 sessions May-June 2025, hosted by Photovoice Worldwide.
- **"Introductory Interpretative Phenomenological Analysis (IPA) Virtual Training Workshop"** with Jonathan Smith, Birkbeck University of London UK, May 12, 2025, 10:00 a.m.-5:00 p.m. ET, hosted by The Qualitative Report.
- **"Advanced Interpretative Phenomenological Analysis (IPA) Virtual Training Workshop"** with Jonathan Smith, Birkbeck University of London UK, June 9, 2025, 10:00 a.m.-4:00 p.m. ET, hosted by The Qualitative Report.
- Photovoice Worldwide **"Talking with Pictures: Photovoice,"** 5 sessions, 2 hours each, Virtual, July 10-24, 2025.

Conferences

- **QRCA 2025 Worldwide Conference**, Berlin, Germany, May 14-16, 2025.
- **80th Annual AAPOR Conference**, St. Louis, MO, May 14-16, 2025
- **21st International Congress of Qualitative Research, "Qualitative Inquiry Under a Big Tent"** Virtual only, May 14-17, 2025.
- **Thinking Qualitatively: Research Relationships**, Virtual only, June 9-12, 2025, hosted by the International Institute of Qualitative Methodology.
- 2025 Annual Meeting of the Society for Qualitative Inquiry in Psychology, **"Into the Future with Qualitative Methods,"** July 18-19, 2025, Marquette University, Milwaukee, WI.
- **10th World Conference on Qualitative Research**, Madrid, Spain January 20-22, 2026, Virtual February 2-5, 2026.
- **QRCA Annual Conference**, San Antonio, Texas, February 2-5, 2026.

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

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