

Qualitative methods for monitoring and evaluation of the project impact

DeuSComp Lesson #9

DeuSComp Challenged based approach

A challenge-based approach to training can be useful to situate the learning in a real-life context and to enable the educator to more explicitly sign-post the relevance of the learning to professional practice.

Learners will be invited to respond to an externally-set DeuSComp macro challenge from which each micro lesson challenge stems.

The micro challenges are designed to provoke the learners to respond creatively within their teams to find solutions.

For example, the outcomes may be an awareness raising campaign, a service, an event (festival, exhibition) or a product/artefact... Similarly, the outcomes could be cultural, social or commercial.

This approach enables learners with a diverse portfolio of experience, expertise, values and motivations to fully participate

The micro lesson are designed to be functional both as stand alone and together.

What is qualitative research?

- Research with a more open structure
- Collection and analysis of qualitative data: text and images (instead of numbers)
- In-depth analysis of a small sample
- It cannot be generalized to a population
- Creates understanding of the observed situation

When to use the qualitative research?

- During the project preparation or at the very beginning of the project: mapping of the needs of your target group/customers.
- At the end of important project phase when you need to decide about the next steps. (Am I fulfilling the desired project goals?)
- At the end of the project: decision about the future of the project and evaluation of the project overall impact.

When to use the qualitative research?



Qualitative research is used when we are trying to create understanding of the observed situation but without generalization of the results.

E.g.: we never achieve the result in the form: “25% of the participants had a problem with the understanding of the workshop.” But we can have result in the form: “One of the problems with the understanding of the workshop was caused by the lack of information provided before the workshop.”

What is “data” in the qualitative research?

- Data in qualitative research is everything we observe and record. Usually, it is text and image.
(E.g.: during interview, we can record text but also tone of voice, environment, will to answer. During the focus group, we observe text but also interactions between the participants and dynamics of the interaction. We cannot achieve this through quantitative research.)
- We need to decide at the beginning what we are going to observe and record.
(Do we need just voice recorder or camera as well?)



What would you observe?

What is the desired impact of the exhibition defined by DeuSComp Challenge?

Role of the researcher



- In qualitative research is high risk of the influence by researcher. (The best is to choose someone who is not directly involved in the project.)
- Skilled facilitator is crucial for the qualitative research methods where close interaction with the participants is necessary.
- Should not influence the research participants (e.g.: with suggestive questions or tone of the voice)
- Keep the discussion within the research aim.
- Give equal space for comment to everyone.
- Empathy to the participants needs.

Different types of the qualitative research

- Focus group
- Interview
- Observation
- Creative approaches

Focus group

Ideally group of 8 people

Skilled facilitator: everyone from the group should have equal space

Script prepared in advance

Recording and transcription of the discussion

Ideal for the mapping of the target group needs or assessment of the new product, and group discussions about the project impact with project participants.

Interview

One to one discussion

Questions prepared in advance but are very open: main topic questions + follow up questions, if interviewee struggles to answer.

Every interview is different (in quantitative research, interviews are standardized)

The aim is to get unique, subjective statement of the participant

High risk of the influence by researcher

Observation



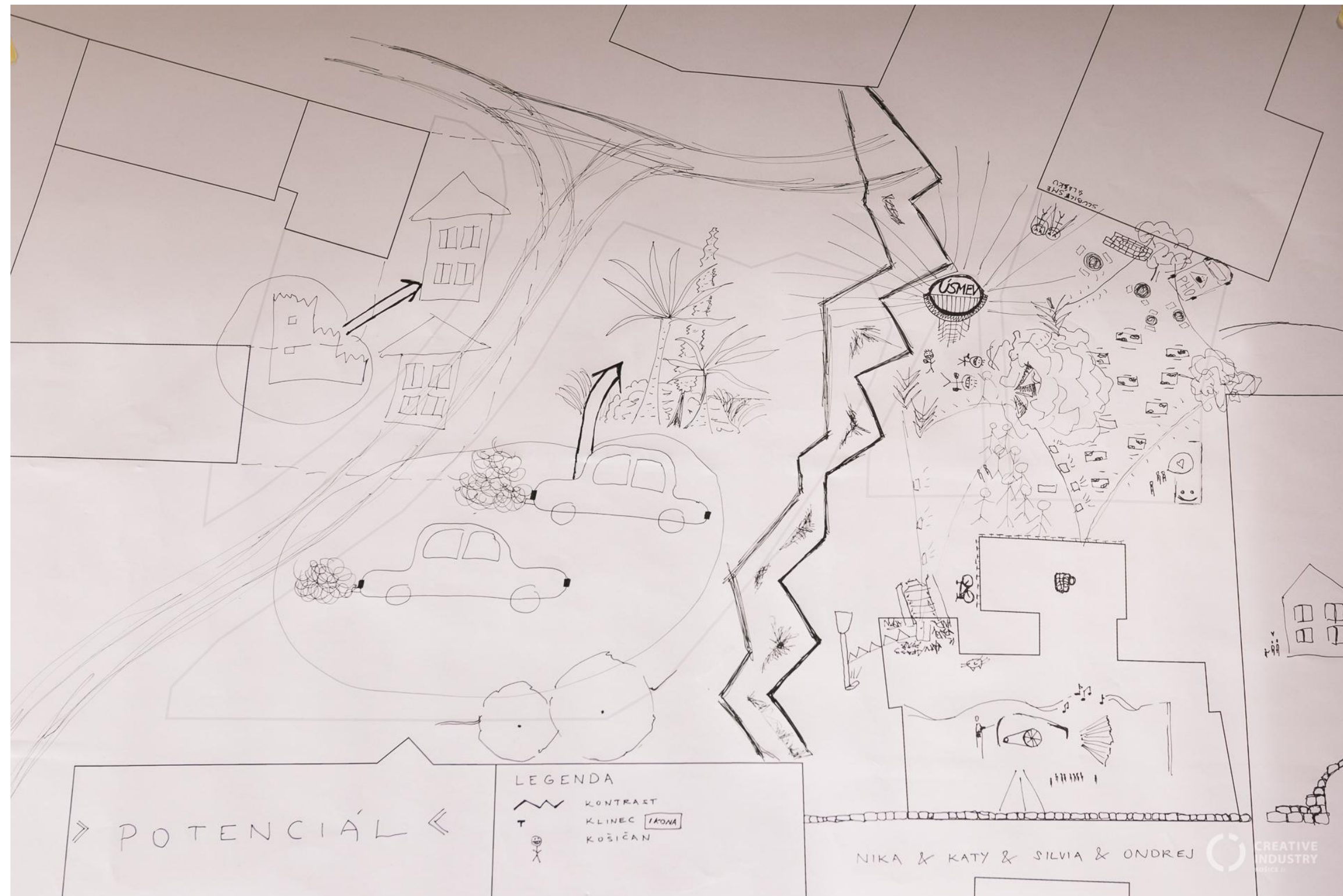
Ideally for the observation of the different types of events: workshops, discussions, cultural events

The researcher doesn't interact with the participants

Observation of the behavior of the participants, interactions, group dynamics, overall atmosphere of the events

In smaller groups or sensitive discussions, the presence of researcher can be disturbing

Creative approaches



Creative writing

Performative exercises

Artistic activities

Workshops

Focus more on the topics that are hard to explain in conversation: feelings, atmosphere, sensitive topics, spatial analysis, e.t.c.

How would you use each of the presented research methods?

Give us examples connected with the measuring of DeuSComp Challenge impact.

Research questions for qualitative research

- Good research question makes the whole research design clear.
- Think about desired project impact and transform it to the question.
- Narrow it down to the specific issue(s).
- What do you really need to know to measure the impact?
- For example, are you interested in what people think or feel, or rather in what they do? (interview, creative approach, observation)

Remember: through qualitative research we can understand and evaluate the project impact but we cannot measure it. Qualitative research question cannot start with: How many participants...?

Target group



Qualitative research has its limitations in terms of the number of cases that can be observed.

Project impact should be observed within the project target group(s).

Each of the research methods has different limitations: observation can record bigger group of people but interview can bring deeper understanding of the participant's ideas.

Think about the profile of the target group.

E.g.: Some people have a problem with creative expressions. Children can express more through interactive approaches and cannot focus during long interview.

Prepare 3 different research questions to measure the exhibition impact defined by DeuSComp Challenge, decide what kind of method you would use and who will be observed.

Data analysis

- Analytical approach is prepared in accordance with research method.
- Interviews and focus groups need to be carefully transcribed.
- During the analysis, we are trying to find regularities and information that repeats but also exceptions.
- The result of the data analysis is usually text combined with quotations (anonymous) from participants or visual materials.
- Be careful with the research ethics. If the research is anonymous, never publish data revealing the identity of the participants.
- Don't expect quantitative results: numbers, percentage, KPIs

Interesting reading

<https://www.qualitative-research.net/index.php/fqs/article/view/2961/4227>

<http://www.artworkscreative.org.uk/wp-content/uploads/2015/11/Creative-Evaluation-Toolkit.pdf>

<http://creativeandcredible.co.uk>



Questions?

Thank you!