Institutionalizing Qualitative Research:

Emerging Models

Participants

- UMass-Lowell

  The Qualitative Research Network: Working Cross-Campus to Support Qualitative Researchers at the University of Massachusetts-Lowell
  - Judith Davidson
  - Cynthia Jacobs

Participants

- International Institute for Qualitative Methodology

    Jan Morse, University of Utah

Participants

○ University of Georgia

The Interdisciplinary Qualitative Studies Graduate Certificate Program at the University of Georgia

- ○ Kathryn Roulston
- ○ Melissa Freeman

Participants

- University of Illinois at Urbana-Champaign
  - The University of Illinois Design: Cultural Studies and Interpretive Theory
    - Norman Denzin

The Qualitative Research Network: UMass-Lowell

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Hello?

Anyone there?

Where are the qualitative researchers on this campus?

The First Lunch

- Sponsored by the Research Foundation
- Largest group ever attracted to one of their lunches
- WE WERE HUNGRY FOR COMPANIONSHIP!

Humble Beginnings…

- All Volunteer group
- Support from Odd Pockets
- Began to build traditions:
  - Speaker events
  - Web page
  - Mini-conference
  - Networking

2005: Provost's Interdisciplinary Funding Initiative

Primary Goal: Transform UML into a Center of Excellence in the area of Qualitative Research Methodology

Objectives

Expand graduate level opportunities for QR methodology training

Support robust use of QR software

Continue to build upon the foundation of QRN activities

How do we use QR on our campus? What about others in our region?

- Surveyed MS and doctoral programs on our campus
- Surveyed universities in area with similar doctoral programs
- Sought out national programs in QR methodology

What we learned:

- 3 graduate level courses on our campus
- Many good faculty on campus with excellent QR skills but no access to graduate level teaching and no opportunity to teach QR methodology

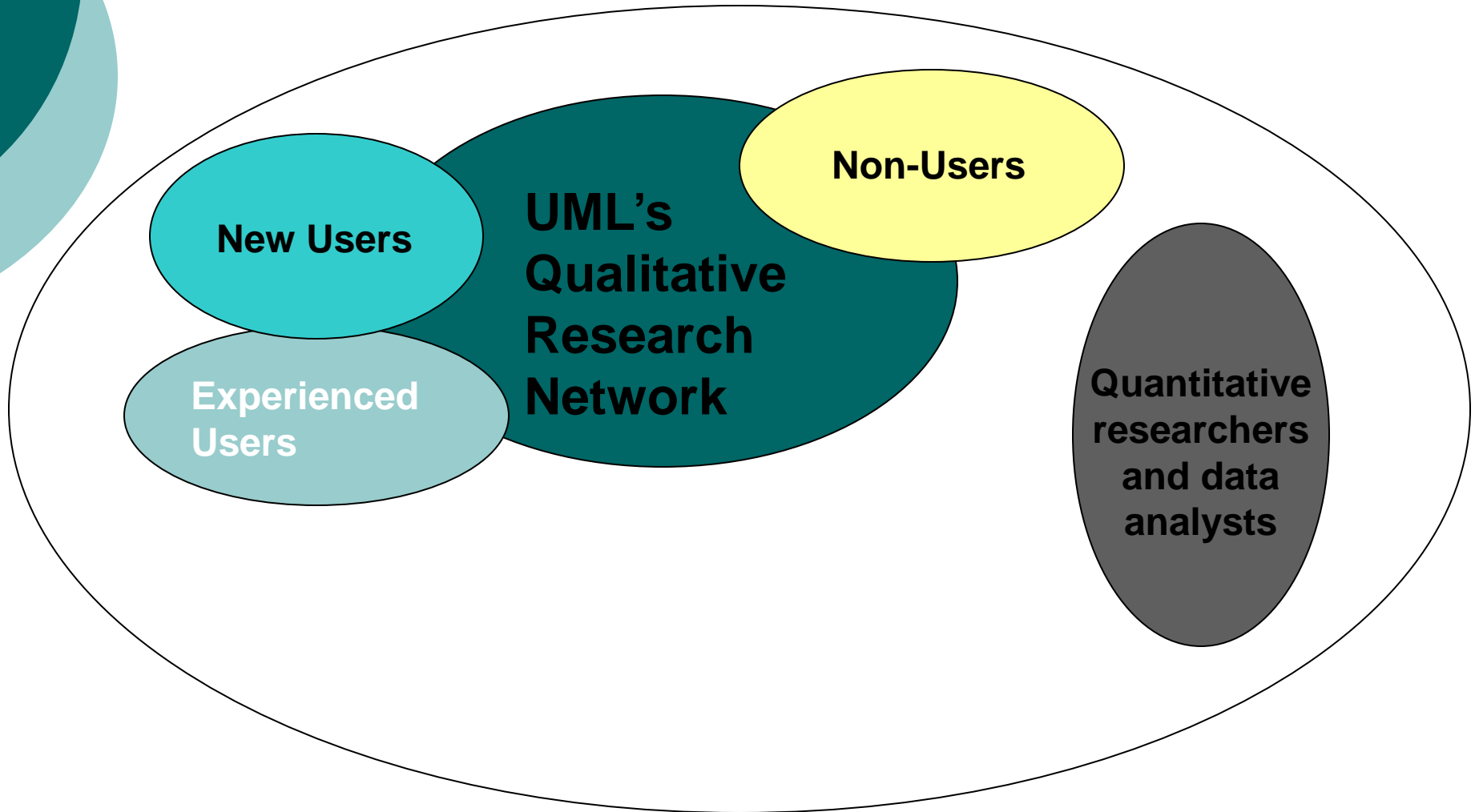# Faculty Fellows: Creating New Courses

Feminist Methodologies

Cheryl Najarian
Sociology

Ethnography of Music

Alan Williams
Music

Building Support for Qualitative Research Software

Readily available software

○ 100-seat site license – 97% filled seats

○ 1/3 installed in labs, classrooms
- Training site for faculty, staff, students
- Enables integration in methods courses
- Available for research group meetings

QDAS Training

- ○ One-day Introductory & Intermediate Courses
  - Oversubscribed for the 3rd time this year
  - Faculty, staff, graduate students, outside researchers

- ○ Faculty Only "NVivo Tasters"
  - One-hour one-on-one introduction
  - How can NVivo help *me?* What does it *do?*
  - Caution: One taste is never enough!
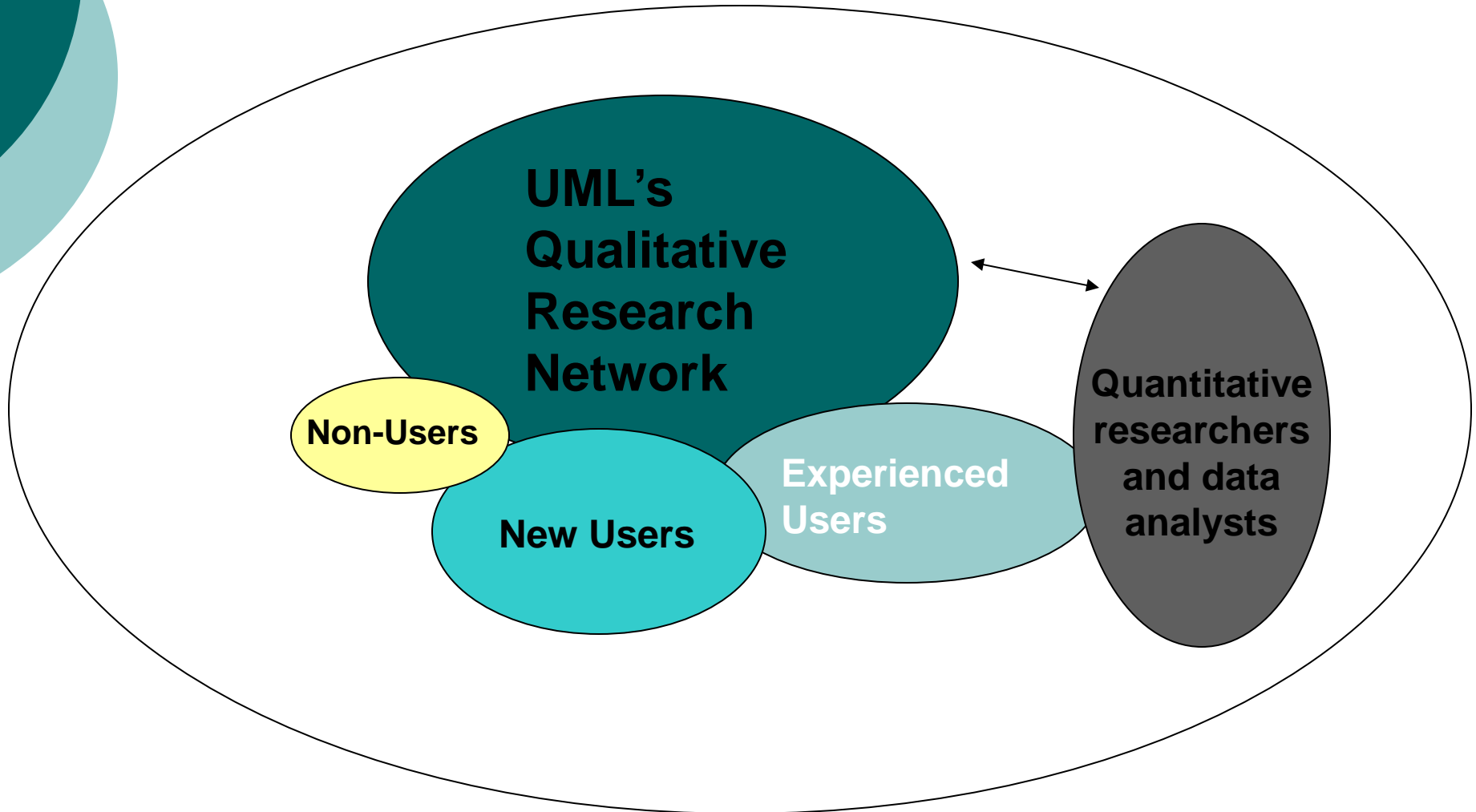
User Groups

- Monthly, topic-focused, one-hour meetings
  - Informal setting
  - "Guest" host comes with a question or strategy to share
  - Faculty, staff, graduate students
  - Serves beginners to advanced users

- Fertile ground
  - Explore new applications
  - Generate multiple possible solutions
  - Identify new opportunities, needs for training, support

Open Discussion

Next Steps: Self-Assessment

- Tools for communication between users and non-users (e.g., the NVivo "shell")
  - More strategies
  - Encouraging, tracking use of strategies
- Methods courses incorporating QDAS
  - How many? How much?
- Every new user is one less non-user
- Are we making *good* use? Can we trust *and* question one another as users?

Building Institutional Support for Qualitative Research

- Learn 'What is' on campus
- Make invitations that are too good to refuse
- Be inclusive: Collegiality is a draw in a competitive world
- Get the 'buzz' going
- Substance is rewarding

The Role of QR Software

The portability and transparency of QR Software E-Projects is a powerful tool for drawing people together for meaningful conversation