Can we obtain high quality qualitative data online?

Qualitative Methods Forum
September 11, 2014
Sheana Bull, PhD, MPH
Objectives

• Why online?
• Advantages and disadvantages of online data collection
• Examples of online data collection
• Questions/discussion
Why collect qualitative data online?

• Is there a specific reason to use technology?
  – Reach
  – Representation
  – Privacy and confidentiality

• Can you adequately justify using technology?
Advantages

- Efficiency & Convenience
  - For researcher: cost, time
  - For audience: cost, time
- Potentially greater reach
- Potentially greater anonymity and confidentiality
Advantages

• Could facilitate more open discussion of sensitive topics
• Can collect data synchronously or asynchronously
• Reduce transcription burden
Disadvantages

• Digital divide
  – Biased recruitment
• Literacy
• Security and Confidentiality issues require more attention
• More up front work in recruitment and enrollment
Disadvantages

- Asynchronous approaches make it difficult to establish and maintain rapport
- Possibility of less “robust” data
- Deception
Innovations in online qualitative data collection

*Ethnography*

- Blogging, Forums, Social Media Posts, Twitter Feed, videos
- Photovoice
Ethnography

- A qualitative analysis of online narratives of 20-39 year old women with cancer based on hermeneutic phenomenology
- Online illness blogs found through young adult cancer Web sites and social media sites such as Twitter

Ethnography

• “Illness narratives are a naturalistic form of inquiry that allow nurses to understand the experience of the patient beyond the traditional clinic setting.”

Ethnography

- Applied ethnographic methods were used to examine 15 photographs and accompanying narratives from a mental illness photovoice exhibit.

Innovations in online qualitative data collection

- In-depth interviews
  - Synchronous: Skype, Online Chat
  - Asynchronous: e-mail, Discussion Boards

- Focused Group Discussions
  - Synchronous: Chat
  - Asynchronous: Discussion Boards
Best practices for online qualitative data collection

• Topic Guide
  – Number of questions
  – Ordering of questions
• Recruitment Plan
• Informed Consent
• Establishing Rapport
• Collecting Data
• Analysis
Getting the *right* target audience

- First level enumeration
- Forums, Blogs, Listservs, Facebook, Twitter
Getting the *right* target audience

- Respondent-driven sampling online
  - RDS could allow you to tap into social networks and have individual participants facilitate recruitment
    - Identify a ‘seed’ and recruit them; then ask them to recruit X number of friends (wave 1) each of these friends can subsequently recruit X friends (waves 2, 3 etc).
    - You need to determine what X will be (3-5) and how many waves (up to 5?)
Social Media Data Collection

Web 1.0 vs. Web 2.0
Social networking
Mobile phones
  - Internet
  - Apps
  - SMS
Tablets/e-readers
Why Mobile and Social Media?

• Ok, do you really need to ask this question?
Recruitment in social media

- Develop profiles on Facebook and My Space and Twitter
- Establish site for your program
- Recruit friends
Colorado School of PUBLIC HEALTH
Things to consider for recruitment

Where?
• Where are you recruiting?
  – Community? Online? Word of mouth?
• How often in each spot?
• What does each different place yield in terms of enrollment?
  – Not only numbers but effectively recruiting the WHO that you want

Who?
• Who is participating?
  – If you want teens, are they enrolling?
  – Adults?
  – Males/Females?
  – Race/Ethnicity?
  – Health Condition?
Youthnet—tracking advertising

1,780,000 impressions on MiGente/Black Planet

1158 “click throughs” (.06%)

2,300,000 impressions on Yahoo

8,196 “click throughs” (.46%)

8950 people completed screeners (96% of click throughs)

Total Cost: $1350
Recruitment on Facebook

Colorado School of Public Health
Recruitment on Facebook

What kind of results do you want for your ads?

- Page Post Engagement
- Page Likes
- Clicks to Website
- Website Conversions
- App Installs
- App Engagement
- Event Responses
- Offer Claims
- Video Views

Advertise on Facebook

Clicks to Website

http://www.mhealthimpact.com

Help: Choosing an Objective
Recruitment on Facebook

Audience

Locations
- United States
  - All United States

Age
- 13
- 18

Gender
- All
- Men
- Women

Languages
- Spanish (All)
  - Enter a language...

Interests
- Search interests

Behaviors
- Mobile Device User
  - All mobile devices

Audience Definition

Your audience is defined.

Audience Details:
- Location:
  - United States
- Age:
  - 18 years old and younger
- Behaviors:
  - All mobile devices
- Language:
  - Spanish or Spanish (Spain)

Potential Reach: 1,780,000 people
Informed consent

- Via e-mail?
- Video or written?
¿Le pagarán por participar en el estudio?

Usted recibirá una tarjeta de regalo de $15 por completar la primera encuesta y una tarjeta de regalo de $20 por completar la segunda encuesta 4 semanas después que nazca su hijo.
Establishing Rapport

This is your last day to do it!!

Name, clinic name, and eligibility date are automatically populated by Access.

KeepItReal

Mail Stop F448 | P.O. Box 6508 | Aurora, CO 80045

3/1/2005

<name>.

You're IN!!

You have officially registered in the <clinic> clinic and completed the first survey for the KeepItReal study. Your time and dedication to this project is much appreciated.

Here's what happens next:

On «Eligible» (one month from the date that you registered), it will be time to go back to www.KeepItRealInfo.com to get your follow-up message — no survey this time. You only have 2 weeks to do it, though. So don't forget!

After you read this message you will be sent a $10 gift card to Target in the mail. AND, if you come back within the first two days you are eligible, you can earn a BONUS $5 gift card! Easy, right?

If you have lost your e-mail address or password to sign in, give us a call at 303-724-6024 to get a new one.

Later,
The KeepItReal Staff

Bonus dates starred in blue. Text in color and written by hand draws attention to critical information.

Envelope is addressed by hand and a stamp is used (vs. metered).
Establishing Rapport

- Particularly important for asynchronous work
- Identify some helpful information about them

- “It sounds like you’re a very busy mother, with a little one. I know that feeling of grabbing time while a child sleeps” (Cook et al., 2011)
Establishing Rapport

• Make it EASY for your participants!
• Step-by-step instruction guides
• Who to call, e-mail or text for help
• When that person will respond
Establishing Rapport

• Establish ground rules—under what circumstances will a participant be incentivized, what is expected, what is not allowed
Collecting Data

• Asynchronous or Synchronous?
  – Asynchronous potentially “easier”; will it yield good quality?
  – Synchronous can generate a group dynamic
  – Can still generate group dynamic with Asynchronous
Be VERY clear

Module 3: Motivations to be Healthy

Module 5: Forming healthy relationships

Screen shot from final program
Collecting data

- Will Live chat work?
- Consider Literacy, Tech Savvy
- May be feasible for multiple methods
- Including interviews and FGD
Collecting Data

mHealth Impact Laboratory

Topics in Category: Mensajes de Lactancia

TEMA # 1 Bienvenido a Mensajes de Lactancia
Topic started 3 months 2 days ago by sbull

CONSENTAMIENTO A PARTICIPAR
Topic started 3 months 2 days ago by sbull

Colorado School of Public Health
# Collecting Data

<table>
<thead>
<tr>
<th>Topic</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOPIC #2: Using Mother’s Milk</strong></td>
<td>2 months 2 weeks ago</td>
</tr>
<tr>
<td>AmyB</td>
<td>I would read text messages because of the way they come across on the phone- easier to read quickly than to ignore and, depending on settings on smartphones, can be read without interrupting what you’re doing at that moment. I would be interested in reading messages and they would be useful to me if they are new each time and contain useful information or breastfeeding encouragement- I imagine I would get tired of seeing them if the message is the same or similar multiple times.</td>
</tr>
<tr>
<td>ErikaL</td>
<td>I had an amazing LC with my first so I learned a ton. But without her I would have been lost so text messages would have been really helpful. The second time around I might not be as apt to read the messages. Maybe think about tailoring the messages different for a 2nd time breastfeeding mom or sending less is possible.</td>
</tr>
</tbody>
</table>
Collecting data

- Ensuring Confidentiality and Privacy
- Moderate Discussion Boards
- Create Passwords
- Encourage Pseudonyms
Mobile Phone based data collection
Key considerations for phone based data collection

• Minimize text
• Offer options for response
  – Text “1” for yes, “2” for no
  – Choose “A” for White, “B” for African American, etc.
Analysis

• Transcription time is reduced!
• Potentially greater sources of data
• Photos, Images, Videos
Questions and comments?

• Sheana.bull@ucdenver.edu