

FLaG



Thinking Critically About Analysis

Developing analysis and conceptual insights in social research

Monday 13 September 2010

We would like to invite you to attend a one day event organised jointly by the Social Policy Association, the Families, Life Course and Generations Research Centre, and the School of Sociology and Social Policy at the University of Leeds.

This one day event, for postgraduate and postdoctoral researchers, will focus on processes of analysis in social research methods. Leading academics will present ideas about what analysis can mean in different methodological contexts, particularly in relation to substantive findings and theoretical insights. This will involve moving beyond identifying 'techniques' or procedures, by focusing on how processes of data analysis might enhance our conceptual understanding of the social world. The event will offer a training opportunity for all who are interested in critical engagement in research methodology, and in research practice. Presentations, workshops and a plenary session will enable delegates to think critically about data analysis in social research, and in practice. Within the practical, group based, workshops delegates will explore specific issues and, where relevant, share insights from their own research and experience. The workshops will provide opportunity for delegates to critically evaluate broad themes around research methods and analysis. Delegates will be asked to sign up to a workshop prior to the event. Please see the registration form for details.

Event Programme

9.30	Registration
10.00	Introduction
10.15	Dr Nick Emmel <i>From sampling and choosing cases to analysis in qualitative research</i>
10.55	Dr Sarah Irwin <i>Pattern and process through qualitative evidence; working across survey and qualitative data</i>
11.35	Coffee
11.50	Workshops (two workshops, facilitated by the morning's speakers, will run parallel to each other, 40 mins)
12.30	Professor Ray Pawson <i>Naming and Shaming: Evidence and Inference</i>
13.10	Lunch
14.00	Dr Teela Sanders & Dr Rachela Colosi <i>Say What You See: From 'Hanging out' to Human Nvivo to Policy Influence</i>
14.40	Dr Angharad Beckett <i>Exploring mind-mapping as a research tool: from application to analysis.</i>
15.20	Workshops (two workshops, facilitated by the afternoon's speakers, will run parallel to each other, 40 mins)
16.00	Participatory plenary: sharing the issues
16.30	Tea & Close

Registration fee, £15. Fees include lunch, tea and coffee. Pay by cash or credit card prior to the day. To register attendance and workshop preference please complete a registration form. For queries relating to the academic content of the conference email Rachael Dobson, r.dobson00@leeds.ac.uk

For queries relating to event administration email Marie Johnson M.B.Johnson@leeds.ac.uk

Location Details

Beechgrove House, University of Leeds, <http://lssi.leeds.ac.uk/visitors/>

Travel Expenses

Social Policy Association members can claim travel expenses of up to £40 per person, available **on a first come and first served basis**. Please see registration form for details. To become a member of the Social Policy Association go to <http://www.social-policy.com/membership.aspx>

Presentation & Workshop Information

Dr Nick Emmel

Sampling is variously understood across the traditions of qualitative research. Case studies may be defined as objects to study or as casing, a methodological strategy in the research. In this session I will consider methodological considerations of sampling and casing in qualitative research with particular reference to the ways in which these decisions shape and inform analysis. I will discuss two features of sampling. First, sampling as revisited in several ways throughout a research project. Second, sampling decisions as casting long and short shadows through the research. I will show how these may happen through an investigation of the 5Cs of casing in qualitative research. Together, I will argue, sampling decisions and casing provide the foundations from which claims can be made in a qualitative enquiry.

Participants will be asked to reflect on a piece of qualitative research they have undertaken or are undertaking. Working in groups and together you will be asked to consider the following:

- The sampling strategy you considered in your research.
- The justifications for this sampling strategy when discussing methods in the research.
- The methodological strategies used for analysis,
- The relationships between sampling and analysis of the research.
- And finally, reflection on the ways in which links can be drawn between sampling decisions, methodologies for analysis, and claims made from the research.

Dr Sarah Irwin

A long standing question within qualitative research is if, and how, we generalise from qualitative data and the grounds on which we do so. In this presentation I explore the question of what data is taken to 'stand for', alongside issues relating to the theoretical claims we mount on qualitative research data. I consider some of these questions with reference to a specific case study example of parenting and social class. I explore substantive findings from the qualitative data analysis and simultaneously reflect on the process of analysis and the scope for a sociologically meaningful dialogue between qualitative evidence and survey data. I also address tensions which arise in interpreting pattern and process *within* qualitative analysis. In complex social worlds observation of pattern often entails simplification. Does this search for order add to, or subtract from, our understanding of complexity?

In the workshop participants will be provided with primary research data. You will be asked to reflect on the scope for meaningful dialogue between types of (extensive and intensive) evidence and if (and how) such dialogue can enhance our understanding and explanation of both pattern and process.

Dr Teela Sanders & Dr Rachela Colosi

This presentation will use several previous ethnographic projects to examine the process from 'watching' the social world, to making sense of the worlds that the social actors inhabit. How does a researcher, by definition an outsider, come to understand how someone else lives and experiences the world: their day to day lives, routines, behaviours, and their views of the world? Using my ethnographic experiences I chart the processes of access, trust, rapport, conflict, and relationships that are the building blocks to accumulating varied and immense levels of data. Moreover, the processes through which I unpacked and understood these data are stripped away to reveal how analysis happens initially at the level of 'human *nvivo*'. Finally, the outputs of ethnographic data are described in relation to how they contribute to original knowledge so that stories are taken from the field to the policy arena.

This workshop will explore whether and why ethnography is a dying method; the difficulties of access and how to overcome them; how to negotiate relationships and the 'research bargain'; the collection of data and what to do with it.

Dr Angharad Beckett

The best way to explore the potential for mind-mapping (also known as concept-mapping) as a research tool is to see it in action. For this reason, during this workshop we will trial the use of mind-mapping as part of one-to-one and focus group interviews. We will explore the nature of the data produced and consider the choice of methods available for analysing this data.

Should anyone be unsure about what is meant by a mind-map, please see some examples drawn by primary-age children during a research project managed by Angharad Beckett (can be viewed in the DEEPS Project End of Award Report:

<http://www.sociology.leeds.ac.uk/research/projects/deeps>)

Presenter biographies

Professor Ray Pawson, School of Sociology & Social Policy, University of Leeds

Ray Pawson is Professor of Social Research Methodology. He has written widely on the principles and practice of research, covering methods - qualitative and quantitative, pure and applied, contemporaneous and historical. Publications include *A Measure for Measures* (1989), *Realistic Evaluation* (1997) and *Evidence-Based Policy: A Realist Perspective* (2006). He has acted as researcher and consultant on programme evaluation for the various UK and European government departments and agencies including the HO, SCIE, ODPM, DETR, HDA, NICE, HEFCE, DfES and DCFS.

Dr Nick Emmel, School of Sociology & Social Policy, University of Leeds

Nick Emmel is a Senior Lecturer in Sociology and Social Policy. He has a particular interest in research methodology, in social exclusion, networks and working with hard to reach groups. He has published extensively in these areas. He is currently writing a book about sampling and choosing cases in qualitative research for Sage at the moment. His research interests include investigations of poverty, social exclusion, and inequalities in low-income communities.

Dr Sarah Irwin, School of Sociology and Social Policy, University of Leeds

Sarah Irwin is a Reader in Sociology. Her specialist interests include sociology of family and family change, education, class, gender and inequalities, and research methods. She has published extensively in these areas. She is currently leading the Secondary Analysis Project of Timescapes (an ESRC Qualitative Longitudinal study); and running a project on parenting and social class. Her most recent book is *Reshaping Social Life* (2005).

Dr Teela Sanders, School of Sociology & Social Policy, University of Leeds

Teela Sanders is a Reader in Sociology. Sitting on the borders of criminology and sociology, Teela explores the inter-relationship between human sexuality and socio-legal structures. Her

main research interests have been in the UK sex industry examining the social organisation of sex work, regulation regimes and men who buy sex. She has published *Sex Work: A Risky Business* (2005); *Paying for Pleasure: Men Who Buy Sex* (2008), and co-edited *Prostitution: Sex Work, Policy and Politics* (2009). She is currently working on an ESRC funded project: *The Regulatory Dance: Investigating the Structural Integration of Sexual Consumption into the Night Time Economy*.

Dr Angharad Beckett, School of Sociology & Social Policy, University of Leeds

Dr Angharad Beckett is Lecturer in Sociology & Social Policy, University of Leeds. She convenes the Joint BSA/SPA Study Group for the Sociology of Social and Public Policy. Her research interests focus upon citizenship and the nature of social and political engagement. Additional key research interests include disability politics, education policy (with a focus upon teaching about disability equality and citizenship education), and social research methods (in particular, new qualitative tools and techniques). She was the Principal Investigator for the ESRC-funded study 'Disability Equality in English Primary Schools' (DEEPS) Project. During this project she employed concept/mind mapping as a research tool for exploring primary-age children's understanding of and attitudes towards disability.

Dr Rachela Colosi

Rachela Colosi is a Lecturer in Social Policy at the University of Lincoln. Before joining the University of Lincoln, Rachela was a Lecturer in Youth Studies at Teesside University, where she worked for a year after completing her PhD in 2008. Before working in academia she worked as a lap-dancer and agency stripper, a set of experiences which has shaped her current academic interests. Rachela is author of *'Dirty Dancing? An ethnography of lap-dancing'*, based on her PhD, and is currently conducting a study about lap-dancing club customers. Her research interests are in the area of sex-work, particularly erotic dance. She is also interested in youth cultures and the night-time economy.