

Charting the Unknown through Qualitative Research: Becoming a Practitioner-Researcher

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Learning outcomes

1. **Describe two qualitative methods** in order to evaluate the applicability of the methods to your own research
2. **Evaluate the strengths and weaknesses of qualitative research methods** in academic library settings in order to consider whether this approach is right for your goals
3. **Identify common pitfalls of conducting qualitative research** in order to more successfully complete a research project at your own institution

For the Q&A....

When you're thinking of questions for us, please try to keep them **general** so that the answers will have meaning for everyone in the room.

If you have a specific question about your own research, please ask us after the session and we'll be happy to chat!

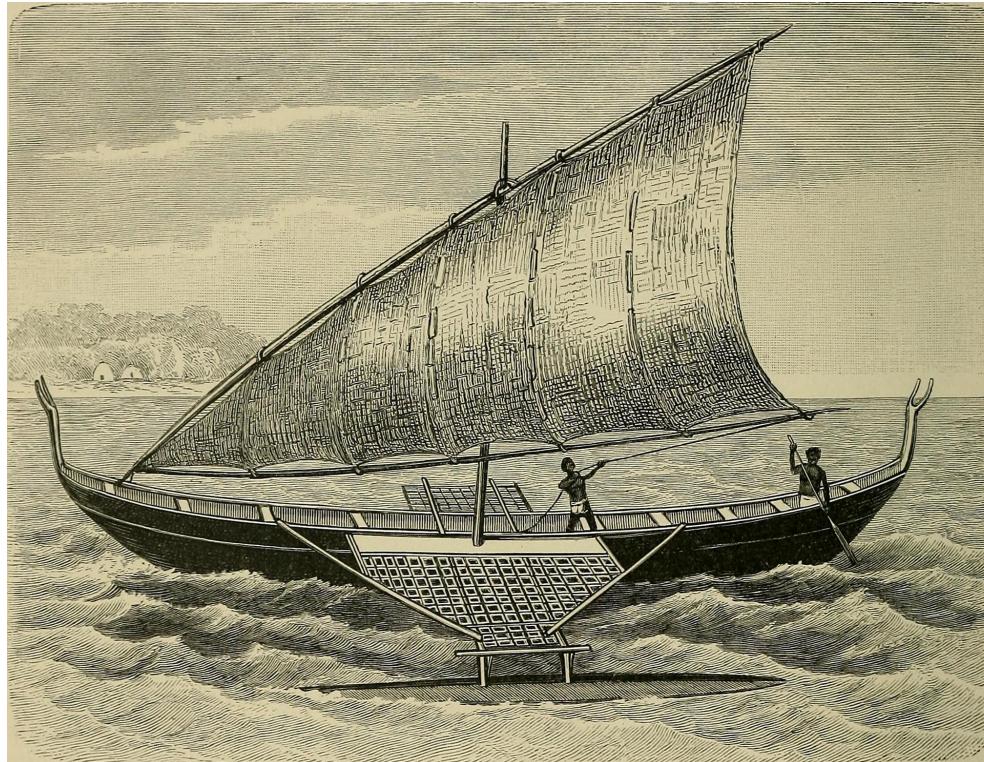
What is qualitative research?

- Qualitative research is designed to reveal a target audience's range of **behaviors, experience, and opinions** about a topic.
- In-depth studies that focus on smaller groups of people
- Gets to the **why** and **how** of what you are investigating
- Examples of qualitative methods:
 - In-depth Interviews
 - Focus Groups
 - Observations
 - Content Analysis

Setting sail: Our qualitative research projects



Immigrant students



Mobile devices & graduate students



Collaboration between librarians and instructional designers



Critical information literacy instruction



You have your research question, now what?

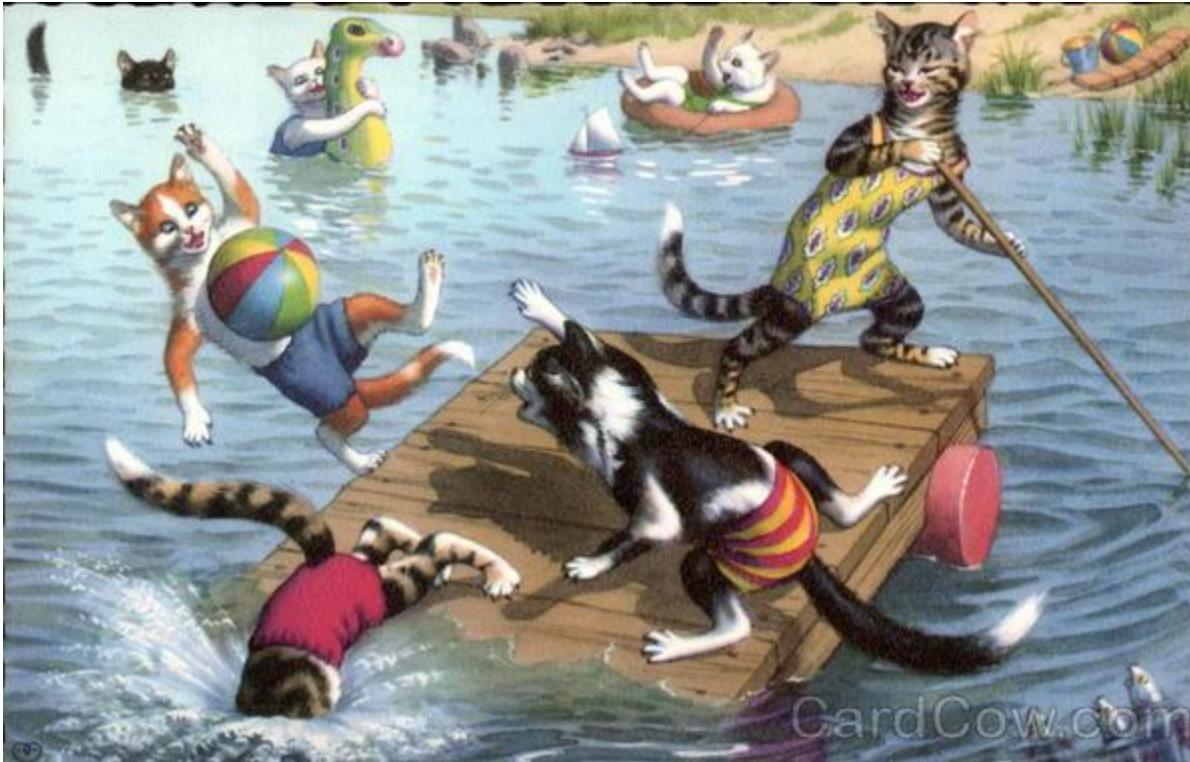
Screening surveys



Recruiting participants



Administrative tasks that take time



What do you do with all that data you've collected?



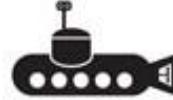
Preparing your data for analysis



Coding approaches



Identifying themes



Realistic approaches to project management



Scaling your research project



Arc of the semester



Flexibility and your timeline



Questions?

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Contact us

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Slides: tinyurl.com/ACRLqualSlides

Handout: tinyurl.com/ACRLqualHandout

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*Cat with binders, boat with wonky lampposts, and bucket of beer are Lee Ann's own photos.