<table>
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<tr>
<th>Session List</th>
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<th>Full Schedule</th>
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<td><strong>Date/Time</strong></td>
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<td><strong>9/23/2020</strong></td>
<td><strong>8:00 AM - 9:00 AM</strong></td>
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<td>Remote Consultations in Health Care: what can qualitative analysis tell us about development and use</td>
<td>Keynote Speakers</td>
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<td></td>
<td>Sara Shaw</td>
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<td></td>
<td>Elena Toska</td>
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<td>Challenges of conducting a research study in the time of COVID-19: adoption of qualitative research methods</td>
<td>Track 6: COVID-19 Impact on data collection</td>
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<td>Andrea McGrattan</td>
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<td>Moving Research Online and Building Rapport with Participants as a PhD Student</td>
<td>Track 11: Doctoral Students’ Transitions during COVID 19</td>
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<td>Reine Azzi</td>
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<td>Panel #1: Embracing the change: MERL practice in an INGO during COVID-19</td>
<td>PANEL: Remote research and programming with children and adolescents in low- and middle-income countries during COVID-19</td>
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<td>Jacob Galinsky</td>
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<td>Panel #2: Parenting for Lifelong Health (PLH): remote data collection with parenting programme</td>
<td>PANEL: Remote research and programming with children and adolescents in low- and middle-income countries during COVID-19</td>
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<td>COVID-19 Information for People Living with Asthma: A Rapid Review</td>
<td>Track 1: COVID-19 Research</td>
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<td>Kirstie McEachern</td>
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<td>Participatory Action Research in Developing English Language Teacher Identity in Lebanon</td>
<td>Track 6: COVID-19 Impact on data collection</td>
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<td>Reine Azzi</td>
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**Event Details:**
- **Event:** Printasy Session List
- **Date:** 9/4/2020
- **Start Time:** 9:00 AM
- **End Time:** 11:00 AM
- **Location:** Online Event

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**Session List Details:**
- **Remote Consultations in Health Care:** Sara Shaw
- **Remote Consultations in Health Care:** Elena Toska
- **Challenges of conducting a research study in the time of COVID-19:** Andrea McGrattan
- **Moving Research Online and Building Rapport with Participants:** Reine Azzi
- **Panel #1: Embracing the change:** Jacob Galinsky
- **Panel #2: Parenting for Lifelong Health:** Hengwe Sacolo Gwebu
- **COVID-19 Information for People Living with Asthma:** Kirstie McEachern
- **Participatory Action Research in Developing English Language Teacher Identity in Lebanon:** Reine Azzi

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**Notes:**
- The COVID-19 global pandemic has presented many unprecedented challenges. Conducting research in low and middle-income countries (LMICs) comes with its own challenges, but the outbreak of COVID-19 has greatly impacted how studies are implemented in this setting, particularly with regards to data collection procedures.
- The Global Health Research Group on Dementia Prevention and Enhanced Care (DePEC) conducts mixed-method research in prevention and diagnostic strategies, and post-diagnostic dementia care in LMICs of Malaysia, India, and Tanzania. Two of the five DePEC workstreams include a mixed-method, feasibility trial of a dietary intervention in Malaysia, and a qualitative interview study involving care providers and facilitators in each of their three partner LMICs. These work streams have made methodological adaptations to how data is collected as a result of COVID-19. Since the impact of COVID-19 on partner LMICs and the movement control measures taken by each has varied, tailored adaptations were necessary. This paper will present the qualitative data collection challenges experienced within one LMIC setting during the pandemic, particularly during a country wide lock-down with movement restrictions, and discuss the adaptations that have been implemented to overcome these barriers. Adaptations include the use of virtual and online methods for qualitative data collection and to deliver training to research staff, and changes in study methodology, moving from quantitative questionnaires to qualitative telephone interviews. Our experience will be useful for researchers in a similar situation, and will provide important considerations for the delivery and implementation of qualitative research studies going forward.

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**Additional Notes:**
- The COVID-19 related lockdowns in a number of countries has meant that PhD students the world over have had to face starkly different realities in which to carry out research than ever imagined. In this paper presents the experiences of a PhD student, who was unable to meet participants in person due to the local lockdown regulations, rapidly shifted her research focus online. This move brought with it invaluable lessons about building and sustaining rapport with the participants. Developing a rapport with participants throughout the research process is an important consideration for any qualitative researcher, however more so for researchers engaging in online qualitative research. Much of the literature surrounding this topic argues that rapport building in online research is considerably harder to achieve than it is offline. Here it is argued that though there are challenges, the rapid shift from offline to online methods can also present unprecedented benefits to the way qualitative researcher work with their participants. In the case of this researcher, the shift to online methods allowed for more collaborative working, a higher level of rapport and sustained engagement from the participants, which would otherwise have been missing.
who had still not met physically. The challenge was to find a virtual platform that also allowed opportunities for smaller group discussions within the group and to adapt my strategy accordingly. Once this platform was identified and I received the necessary ethical approval, I was able to broaden the group of participants. This included the unanticipated change of physical presence teachers from different middle-income countries, as well as the resilience of the group of participants who were already familiar with the platform.

### Doing e-fieldwork: pros and cons of moving your research online.

**Daniela Mardones-Bravo**

Online and virtual methods are continuously evolving, and as such are similar to technology. For this reason, both the strengths and weaknesses of these approaches demand attention. Online social networking has a significant influence on people's lives, making it increasingly effective as a method for public engagement. However, online platforms can be an overwhelming place to work if your participants are not familiar with using them. The strategy potentially increases the number of participants (especially with the hard-to-reach groups and communities), the variation in samples, and serves as a cost-effective option. Alternatively, as with any method, the shortcomings of these approaches tend to result in smaller sample sizes and selection bias. Upon further inspection, the latter issue may be due, in part, to distrust of the researchers' outsider status, disassociation with the target research group or community, and the innate passive feature of the strategy itself. The researcher argues an established presence within target communities (online and physical), represented by continual engagement and outreach efforts, increase the likelihood of in-group status and/or group and community acceptance of researchers, resulting in improved recruitment efforts. In addition, efforts transitioning from recruitment to sampling, within online social networking, may be advantageous due to the increased use of online and virtual technologies (e.g., video messengers, audio tools, and other virtual ‘apps’ or applications). In turn, these evolve from recruitment tools to sample modes characterized within data collections instruments. Collectively, improvement of these focuses effectively benefit research efforts, sampling processes, and the overall methodological design.

### Modern Approaches to Data Collection: Recruitment and Sampling

**Amy Andrad**

Online and virtual methods are continuously evolving, and as such are similar to technology. For this reason, both the strengths and weaknesses of these approaches demand attention. Online social networking has a significant influence on people's lives, making it increasingly effective as a method for public engagement. However, online platforms can be an overwhelming place to work if your participants are not familiar with using them. The strategy potentially increases the number of participants (especially with the hard-to-reach groups and communities), the variation in samples, and serves as a cost-effective option. Alternatively, as with any method, the shortcomings of these approaches tend to result in smaller sample sizes and selection bias. Upon further inspection, the latter issue may be due, in part, to distrust of the researchers' outsider status, disassociation with the target research group or community, and the innate passive feature of the strategy itself. The researcher argues an established presence within target communities (online and physical), represented by continual engagement and outreach efforts, increase the likelihood of in-group status and/or group and community acceptance of researchers, resulting in improved recruitment efforts. In addition, efforts transitioning from recruitment to sampling, within online social networking, may be advantageous due to the increased use of online and virtual technologies (e.g., video messengers, audio tools, and other virtual ‘apps’ or applications). In turn, these evolve from recruitment tools to sample modes characterized within data collections instruments. Collectively, improvement of these focuses effectively benefit research efforts, sampling processes, and the overall methodological design.

### Co-Designing During COVID-19: Using a Custom-Built Website to Conduct Participatory Design Research

**Alice Spar**

In order to understand how communities have experienced the impact of COVID-19 in the UK, in April 2020 The Young Foundation trained 18 peer researchers to conduct participatory research with local communities. The aim is to develop a self-help tool working caregivers can use to find suitable technological solutions for their individual challenges. Restricted access to research participants due to COVID-19 has a massive impact on participatory research.

### Making the Case for Peer Research as a Participatory, Qualitative Method to Remotely Engage Diverse Students

**Zoe Diib**

In order to understand how communities have experienced the impact of COVID-19 in the UK, in April 2020 The Young Foundation trained 18 peer researchers to conduct participatory research with local communities. The aim is to develop a self-help tool working caregivers can use to find suitable technological solutions for their individual challenges. Restricted access to research participants due to COVID-19 has a massive impact on participatory research.

### Panel #4: Lessons learned from (unplanned) remote training of researchers on qualitative research methods

**Charmé Glinski**

Many qualitative researchers are facing the unprecedented challenge of not being able to do their fieldwork to gather data. Without knowing when are we going to be allowed to travel again we have been forced to change their methodologies from classic paradigms of ethnography or interviews to online and digital methods. What happens next? This paper addresses the journey of moving research online and the hard decisions that researchers have to take to adapt their research but also all the benefits and unexpected advantages of doing in-depth interviews online instead of in person. It will cover the different stages from planning the e-fieldwork, ethical concerns, data management and analysis including the benefits of coding an online interview with NVivo.

### Opening up: a qualitative longitudinal study on the aftermaths of COVID-19 for children and young people

**Jon Ellenberg**

This project examines in real time how the COVID-19 lockdown aftermaths affect British children and young people and those looking after them. The nature of the pandemic and the responses to it are constantly changing, which creates huge variations in experiences and perceptions over short periods of time. Children and young people are among those impacted most by the pandemic (UN, 2020), with significant disruption to education, services and social lives. However, examining such rapidly changing experiences requires innovative methodological solutions.

## Track 1: COVID-19 Research

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<th>Time</th>
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<tr>
<td>9:23/2020 10:00 AM - to 10:25 AM</td>
<td>Panel #3: Lessons learned from (unplanned) remote training of researchers on qualitative research methods</td>
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<tr>
<td>9:23/2020 10:30 AM - to 10:55 AM</td>
<td>Making the Case for Peer Research as a Participatory, Qualitative Method to Remotely Engage Diverse Students</td>
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## Track 2: Online and Virtual Methods

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<td>9:23/2020 10:00 AM - to 10:25 AM</td>
<td>Modern Approaches to Data Collection: Recruitment and Sampling</td>
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## Track 3: COVID-19 Impact on Data Collection

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<td>9:23/2020 10:40 AM - to 11:05 AM</td>
<td>Panel #4: Lessons learned from (unplanned) remote training of researchers on qualitative research methods</td>
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## Track 4: Doctoral Students’ Transitions during COVID-19

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<td>9:23/2020 10:00 AM - to 10:25 AM</td>
<td>Panel: Remote research and programming with children and adolescents in low- and middle-income countries during COVID-19</td>
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<td>9:23/2020 10:30 AM - to 10:55 AM</td>
<td>Modern Approaches to Data Collection: Recruitment and Sampling</td>
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## Track 5: Students’ Transitions during COVID-19

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<td>9:23/2020 10:00 AM - to 10:25 AM</td>
<td>Doing e-fieldwork: pros and cons of moving your research online.</td>
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<td>9:23/2020 10:30 AM - to 10:55 AM</td>
<td>Modern Approaches to Data Collection: Recruitment and Sampling</td>
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This project employs a longitudinal qualitative design, which allows for real-time comparisons between groups, following changes as and when they happen. It involves around 12 children and young people, 10 parents and carers, and 15 professionals working with children and young people. To include as many perspectives as possible, participants are recruited from a wide range of backgrounds, with particular attention given to people who have experiences of racial inequality, poverty and disability.

Each participant gives a monthly semi-structured interview through 18 months, starting in August 2020, as schools and children's services are expected to resume. The interviews across the three main groups will cover similar topics to enable comparisons. The interviews will be transcribed and subjected to thematic analysis in NVivo, which allows for tracking the changes in the thematic structure over time.

Examining such a rapidly changing subject, the study and its methods need to be flexible and creative. As such, the methodology is continuously developed to adequately represent the participants and their experiences.

9/23/2020
11:00 AM
Live Discursive Analysis of Minister of Health Daily COVID19 Reports: The Twitter Audience as Team
Gonzalo Bacigalupe
Daily reports by the Minister of Health in Chile have become a crisis communication ritual packed with uncertainty about the data and its definitions, the measures, and the political discourse that defines a failed herd immunity strategy. For months, on a daily basis, I have analyzed the strategy and in particular the discourse and discursive undertones by the government, becoming a scholar activist, co-founding and co-leading a multidisciplinary group of scientists and experts who have attempted to uncover the political, ethical, methodological, and policy dimensions that sustained a strategy to treat COVID_19 patients rather than to prevent, mitigate, and/or stop the contagion. In the process of analyzing the data "live" through comments made through Twitter, many in the community of followers have added to the feed a data analysis that it is fundamentally a form of collaborative crowd-qualitative-analysis. Triangulation and trustworthiness are in themselves an intrinsic part of the process and the core of this action research. A process that is both: mobilizing and a form of knowledge creation. I believe the process may not work under the usual policy creation that defines the relation between science and politics but construe on an ongoing basis a form of discourse that brings dignity to the conversation in the public arena. A conversation that may educate and elicit non-binary and transdisciplinary forms of reflection that are so needed during a crisis.

9/23/2020
11:00 AM
Stakeholders Development Workshop: Implications for a Virtual Workshop
Azwa Shamsuddin
Azwa Shamsuddin, University of Edinburgh, on behalf of the Avoiding Patient Harm Through the Application of Prescribing Safety Indicators in English General Practices (PROTeCT) team
We have undertaken a qualitative, longitudinal study aiming to generate recommendations for optimization and sustainable use of a pharmacist-led IT-based intervention for medication errors (PINCER) and a commercially available clinical decision support (CDS) software package in primary care using a consolidated learning exercise. As part of this learning exercise, data collection encompasses 3 stakeholder development workshops each involving up to 30 stakeholders, alongside interviews and documentary analysis. Our workshops are anticipated to take place towards the end of 2020 and our participants will include general practitioners, pharmacists, representatives from patient and public groups, leads of Clinical Commissioning Groups, academic colleagues who developed the intervention, partners, clinical researchers, and professional bodies, and other key policy figures who may be influential in the longer-term sustainment of both interventions in England. Due to the current COVID-19, it is anticipated that social distancing measures will need to be in place for the foreseeable future, raising challenges for researchers in the design and delivery of stakeholder workshops such as ours. This paper outlines the practicalities and implications of moving workshops online, considerations of online platforms for virtual workshops, ethical considerations for online data collection, impact on recruitment and quality of data, as well as challenges faced by the researcher in preparing for the online workshops. By sharing our experiences and opinions, we hope to generate discussion in this important area so that other researchers may benefit.

9/23/2020
11:05 AM
Panel Discussion: Remote research and programming with children and adolescents in low- and middle-income countries during COVID-19: barriers and facilitators
Elona Toska
Panel discussion on the presentations about - Remote research and programming with children and adolescents in low- and middle-income countries during COVID-19: barriers and facilitators

9/23/2020
11:30 AM
The experiences of on-call physiotherapists in the Intensive Care Unit before & during the COVID-19
Angeliki Perdikari
Mo Al-Haddad
Background: Hospital based physiotherapists in the UK undertake emergency on-call duties covering hospital departments 24/7. Being called out to the ICU can be complex and stressful, especially for those not specialising in respiratory care. During the pandemic, on-call physiotherapists were on the frontline of health care delivery. Despite this and the frequency with which on-call physiotherapists care for patients in ICU, inquiries into the on-call physiotherapists' experiences when called to the ICU are limited.

Aims: The purpose of this study is to understand: 1) How on-call physiotherapists experience being called out to the ICU; 2) Whether it was different during the pandemic and 3) If so, in what ways?

Setting: On-call physiotherapists working in three large University Hospitals in the Glasgow area, Scotland, UK will be recruited until data saturation is reached.

Methods: Data collection will involve one-to-one semi-structured interviews using a videoconferencing platform. Interviews will be video recorded using the platform's recording feature. Host control features and meeting security settings will be enabled. Video files will be uploaded to the NVivo software. Team members will be invited to create accounts and will be able to access the video via a secure platform. Transcripts will be uploaded into NVivo and coding will take place. NVivo software will be used to organise and assist in data analysis. NVivo will be used to develop themes for future research.

9/23/2020
11:30 AM
Using NVivo to Manage and Analyze Complex Data for a Grounded Theory Study
Natasha Kithulegoda
Nuzha Haifeen
Objective: Grounded theory is an iterative approach used to construct theory using systematic qualitative analysis of a given research area. However, data analysis for this method of inquiry can be complex and lengthy. This paper is a reflection on the usefulness of NVivo in the collaboration between members of a research team, and in organizing and analyzing complex qualitative data.

Background: Type 2 diabetes mellitus (T2DM) disproportionately affects Tamil migrants from Sri Lanka. This population has a long history of civil and political conflict that uniquely shapes their patterns of migration. Research on how migration can contribute to one’s experience of T2DM is limited, thus this study explored experiences of migration and diabetes using a grounded theory approach and intersectionality framework.

Methods: Thirty semi-structured interviews were conducted, translated, transcribed and imported into NVivo for analysis using open and axial coding. Two researchers independently coded each transcript and then merged their files. Team meetings were held after every 2-5 interviews to organize hundreds of codes that emerged into overarching themes. This process allowed the team to reflect on the data, and organize hundreds of data points into concepts that enabled thematic analysis and theory development.
Conclusion: NVivo was successful in providing the research team a budget- and user-friendly means to organize and analyze large amounts of complex data. NVivo’s features allowed for collaboration with respect to organizing, merging and consolidating codes required for grounded theory construction. Valuable lessons from the data analysis process are shared to assist others considering using NVivo.

Using NVivo for Authentic Undergraduate Research Experiences
Rachel Shanks

A five-day workshop called ‘Applied Qualitative Research Training’ was run for undergraduates at the University of Aberdeen in May 2019. Twelve students learnt the different tools and functions in NVivo for qualitative data analysis. During the training the students used NVivo to create a data set of school uniform policies and dress codes in all publicly funded secondary schools in Scotland (n=357). The research explored the reasons that schools give for their uniform/dress code policies, how the policies are worded, who is consulted about the policy and what information is given in relation to disability, additional support needs, religious and philosophical belief. Information was also collected in relation to the Scottish Index of Multiple Deprivation. The students all voluntarily completed consent forms agreeing for their work to be used by the presenter. There was funding to pay for out-of-pocket expenses such as travel, childcare, drinks and meals. The students discussed and agreed upon codes to use, attributes and attribute values, for example a code for ‘decency’. The students used existing statistical information on each school from Scottish Government sources, school uniform policies, school handbooks and photographs. They assigned attributes to each school case, coded documents, PDFs and photos. They created visual maps, conducted queries and we checked for intercoder reliability (>90%). As a result of the training five of the students were employed at the university to conduct further research and/or teaching and three of the students are working on manuscripts for publication with the presenter based on the research findings.

Opportunities and Challenges of Going Virtual: the PERSIST Science Camps
Helena Viscante, Ana Delicado, João Esteves, Jussara Rowland

What are the knowledge, beliefs, and perceptions of European students about science? The PERSIST EU (Erasmus+) is an EU-funded project that aims to understand what undergraduate students think regarding four controversial scientific topics - climate change, complementary and alternative medicines, GMOs, and vaccines - in five countries: Germany, Italy, Portugal, Slovakia, and Spain. The project was organising Science Camps that would bring face to face 100 students in each partner country to an open debate with experts on the four topics. They were required to happen between March and April 2020. However, due to the new coronavirus they had to be canceled. This communication aims to present how the Persist EU team have redesigned their strategy to keep the project ongoing during the lockdown and COVID-19 pandemic. Initially, the Lisbon Science Camp would take place on March 21. By that time universities were already closed, students were having online classes, and some even went back to their home countries. How to adapt the Science Camps to virtual environments? How to engage young people to participate in an online scientific event during a pandemic? Would the experts be available to participate in a different format? What new ethical considerations should be taken into account? Could we reach new participants without having a direct interaction with the students? What were the advantages and disadvantages of going online? Those were the methodological challenges faced by the teams, to be discussed in this communication.

Welcoming New Life Under Lockdown: A Qualitative Study Exploring the Experiences of First Time Mother
Anna Gray

The physiological, psychological and social changes associated with having a baby for the first time are commonly associated with adverse effects on mental health. Risk factors include a lack of postpartum support (Milgrom et al., 2008), loneliness (Lee et al., 2017), and challenging relationships with the partner (Buist et al., 2003). First-time mothers are specifically at risk (Parrett & Ayers, 2014). The COVID-19 pandemic has seen significant disruption to the daily lives of the global population. These changes are particularly pertinent for new parents; midwife visits are reduced, NCT groups have been cancelled, and social isolation has made practical support almost impossible. These unexpected changes to the landscape of new parenthood are likely to be impacting the wellbeing of first-time mothers trying to navigate this new world. The aim of this research is to develop a greater understanding of the needs and experiences of first-time mothers during the COVID-19 outbreak in the UK. We are conducting a cross sectional semi-structured interview study. Qualitative data will be analysed using thematic analysis. The recruitment of up to 30 women via postnatal support Facebook groups will allow us to develop a rich and complex understanding of the experiences and opinions of our participants but also be small enough to conduct case-by-case analysis from individuals we speak to. We hope the findings from this research will highlight the needs of this population and inform public policy on how they can best be met for the remainder of the current pandemic and any future pandemics.

Amid a Global Pandemic: Scaling Up an Education Program Evaluation with NVivo11 Pro & a Significantly Increased Workload
Holly Bozeman, Valerie Orellana

In fall 2014, a technology company awarded Westat with a grant to conduct an evaluation of their new initiative to provide under-resourced schools with digital technologies to enhance teaching and learning. The project was conducted in eight middle schools across the United States, provided assistance to the schools and access to the tablets, both in schools and at home. The evaluation was conducted by four researchers and used in-person site visits to develop school-level case studies to document program implementation and impact. By Spring 2020, the program had significantly scaled up. The evaluation team prepared to collect data from 42 schools, within 17 school districts nationwide. Instead of site visits and case studies, the team planned to conduct telephone interviews and surveys of approximately 400 school principals, teachers, and instructional coaches participating in the program. To do so, the evaluation team increased in size, expertise, and employed NVivo 11 Pro as the centralized tool for organizing and analyzing interview data. Through this work, the evaluation team faced several challenges—some anticipated and one unforeseen. Anticipated challenges included working with a team of 13 qualitative analysts (some with NVivo and some without) to conduct descriptive coding of interview data. Due to COVID19, the team was forced to redesign data collection and analysis procedures to capture pandemic-related reflections and impacts. However, through team collaboration and a well-organized NVivo database, the evaluation activities remained on schedule to provide timely perspective of program impact during unprecedented times.

Teaching NVivo using the Five-Level QDA Method: Adaptations for Synchronous Online Learning
Christina Silver, Sarah L. Bulloch

One aspect of our lives that has been affected by the COVID-19 pandemic is the way that we learn and teach. Using our week long MSc module “Harnessing NVivo” as the context, we discuss how our approach to the COVID-19 pandemic is the way that we learn and teach. Using our week long MSc module “Harnessing NVivo” as the context, we discuss how our approach to the COVID-19 pandemic is the way that we learn and teach. Using our week long MSc module “Harnessing NVivo” as the context, we discuss how our approach to the COVID-19 pandemic is the way that we learn and teach. Using our week long MSc module “Harnessing NVivo” as the context, we discuss how our approach to the COVID-19 pandemic is the way that we learn and teach.
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<tr>
<th>9/23/2020</th>
<th>1:00 PM - to: 2:00 PM</th>
<th>The Place of the Technology in Online Research</th>
<th>Nancy Baym</th>
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<tr>
<td>Given the realities of physical distancing and working-from-home during a pandemic, researchers used to doing their research in person may find themselves turning to online forums and networks as new fields for their scholarship. In doing so, it can be easy to overlook or, conversely, overemphasize the roles of the digital technologies and platforms themselves in the phenomenon of interest. This talk provides a framework thinking about the place of technology. It explores three common misperceptions that can limit your research, and offers a model for understanding digital media platforms. Throughout, the talk draws on Dr. Baym’s three decades of research into online relationships and media.</td>
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<th>9/23/2020</th>
<th>2:30 PM - to: 2:55 PM</th>
<th>How using NVivo enhanced the thematic analysis of various data sources in research involving children</th>
<th>Eleanor Hollywood, Ben Meehan</th>
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<td>Case study research typically yields a large volume of data with evidence collated from various sources. This poses a challenge for the researcher since the organisation, management and analysis of such data is not straightforward. In order to explore the health and well-being-related experiences of children from disadvantaged areas the author conducted research with several families. This case study research consequently yielded a diverse data set including interview data, children’s drawings, media reports, fieldnotes and online maps. Each data source collated contributed to the formation of ‘the case’ and thus it was imperative that the selected analytical framework facilitated the analysis of all data sources. Braun and Clarke’s (2012) six-step approach to thematic analysis was chosen as the analytical strategy for the research. In order to enable the management and analysis of data via the selected strategy, the author made the decision to use NVivo (version 11). The adoption of NVivo enabled the use of a variety of coding strategies during the six-step thematic approach to data analysis. The use of NVivo also helped to ensure the clear representation of the voice of the child within the research which was one of the primary objectives of the study. The aim of this paper is to provide a detailed account of how NVivo can be used in an innovative way to facilitate a stepped approach to qualitative thematic analysis involving various data sources.</td>
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<tr>
<th>9/23/2020</th>
<th>2:30 PM - to: 2:55 PM</th>
<th>Virtual Focus Groups with Photo-elicitation Exercise: Insights and Recommendations for Qualitative Research</th>
<th>Samantha Brady, Julie Miller</th>
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<td>The continued spread of COVID-19 and implementation of varying physical distancing restrictions will likely impact in-person qualitative research for the foreseeable future. As a result, researchers are pivoting to virtual methods of qualitative data collection. In March 2020, the MIT AgeLab shifted a data collection protocol for a study from in-person focus groups to virtual focus groups. The aim of the study was to understand how members of two generations, GenZ and GenX, view work and careers, and how economic and world events, such as the Great Recession or the COVID-19 pandemic, influence how generations view and make decisions regarding their careers. The study included eight focus groups through the Zoom platform with 41 participants between the ages of 18-23 and 40-55. Focus groups included a virtual photo-elicitation exercise to more deeply explore the emotions participants attach to work and careers. While preliminary results of this study highlight the differential experiences and values of GenZ and GenX regarding their careers, this study also demonstrates the promise of virtual focus groups and virtual photo elicitation tasks as additional methodological tools for qualitative researchers. The study involved several focus groups, the ability to reach participants across geographic areas, greater financial feasibility and increased convenience for participants. This study also offers insight into how to effectively engage virtual participants through the use of interactive tools and facilitation techniques better suited for the virtual group environment.</td>
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<th>9/23/2020</th>
<th>2:30 PM - to: 2:55 PM</th>
<th>Collaborative Analysis</th>
<th>Kelsey Duebel</th>
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<td>Our organization, PolicyWise for Children &amp; Families, is a not-for-profit that strives to inform, identify, and promote effective social policy and practice to improve the well-being of children, families, and communities. One of the ways we work towards this mission is by conducting qualitative research across many projects with numerous project managers and research and evaluation associates. The framework outlines methods and key focus areas for consideration as our teams move iteratively between stages of initial coding, identifying patterns, developing themes, and providing interpretation. Engagement with stakeholders and project sponsors is woven throughout the framework to help contextualize our deliverables. Through this approach, we emphasize both practice-informed evidence and evidence-informed practice. NVivo has been an indispensable tool to facilitate these methods throughout the entire analysis process. This presentation will focus on the rigorous and collaborative method applied by our team using NVivo and this framework, resulting in high quality, contextualized findings. Examples from various projects will be used throughout the presentation to add concrete detail about the methods employed by our cross provincial teams.</td>
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<th>9/23/2020</th>
<th>3:00 PM - to: 3:25 PM</th>
<th>Coping with COVID-19: Ways patients with rheumatoid arthritis alter their behavior to reduce their r</th>
<th>Melanie Cozad</th>
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<td>Background and Purpose: The Coronavirus pandemic poses a substantial threat to people whose immune systems are compromised from rheumatoid arthritis (RA). People with RA are at greater risk for developing infections because their immune system attacks healthy cells within the body’s joints. The disease’s main treatments also suppress parts of the immune system elevating a patient’s risk of developing coronavirus if exposed. This study’s purpose was to gather patients’ perspectives on how they may have altered their behavior in order to cope with the increased risk coronavirus poses to their health.</td>
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<th>9/23/2020</th>
<th>3:00 PM - to: 3:25 PM</th>
<th>Taking a Human-Centered Approach to Higher Education Research and Analysis</th>
<th>Namrita Mehta, Lauren Bartz</th>
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<td>Traditionally, teaching and learning in higher education has been designed to allocate most, if not all, power and agency in the classroom to instructors, with students being passive learners of their education. Through the years, there has been a greater emphasis on student-centered approaches that entail empowering students to be active learners who direct their own educational experience. This student-centered ethos, along with an increase in technologically mediated pedagogical approaches at the university level, has prompted the Academic Technology Design Team to explore user experience (UX) research methods to better understand how they fit into our approach of understanding and improving learning processes across the University of Colorado Boulder campus. This approach entails using multiple sources of data to understand both the faculty and student experience, the campus community, and broader educational experience. NVivo allows us to load student survey data, student concept drawings, faculty interviews, observation notes, and any analytic memos to better understand a complex educational problem. In this paper, we explore how the Academic Technology Design Team at CU Boulder uses</td>
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<td>9/23/2020</td>
<td>Adapting and Expanding Qualitative Research methods for Evaluating Establishment Surveys and Forms</td>
<td>Ternika Holland, Rebecca Kline</td>
<td>The U.S. Census Bureau routinely undertakes qualitative research to inform survey design decisions. With the COVID-19 pandemic’s impact on our social and work environments, qualitative researchers had to quickly adapt their methodology, particularly for cognitive and usability evaluations of establishment surveys and forms during a time when businesses were severely impacted. With strict deadlines and objectives, solutions needed to be effective and efficient, while meeting government legal and security requirements. Remote testing that uses technology to allow both the researcher and the participant to be in separate locations, offered an effective solution, but not without challenges. Unique characteristics of conducting research with establishments (typically requiring travel to respondents’ places of business to conduct testing) led to a number of considerations associated with implementing such a method. These included recruitment strategy, data collection tools, and data analysis. The presentation describes the development and implementation of a remote testing environment for qualitative research with establishment surveys that maintains the integrity of the research methods and results, while meeting the challenges at the intersection of the pandemic’s impact on businesses, the unique characteristics of establishment surveys, and government legal and security requirements. Additionally, it discusses the differences between in-person and remote testing and lessons learned as we continue to adapt and expand our data collection methods for establishing surveys.</td>
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<td>9/23/2020</td>
<td>Explaining it to the scientists: Action research investigating what keeps youth engaged in physical activity</td>
<td>Jennie A. Petersen</td>
<td>Although numerous movements that aim to increase participation in physical activity and sport have been initiated in recent years, youth physical activity levels continue to decline from childhood into adolescence. It is important to investigate pedagogical approaches that can stimulate youth engagement in physical activity and sport. Working ‘with’ youth to design programming based on their interests and needs can facilitate youth autonomy, competence and motivation in physical activity and sport settings. Using action research (AR), an approach where researchers and practitioners work together, we (a PhD student and her supervisor) have been working with youth 12-15 years, instructors and staff at a large urban YMCA to explore what pedagogical approaches are effective in helping youth stay engaged in physical activity and sport. This study was designed collaboratively with YMCA management and conducted with over 60 stakeholders, including youth and YMCA staff and volunteers. We are now in the third and final phase of this three year study, which was recently modified due to the COVID-19 pandemic. Action research can be seen as deeply committed to creating social change, however, as noted in the literature, the challenges associated with navigating the power structures that facilitate opportunities for real change cannot be underestimated. This session will highlight the stakeholder engagement methods used throughout the different research phases to support enhanced organizational awareness of youth needs. We will reflect on the strengths and limitations of using AR, including its potential to challenge organizational pedagogies related to youth physical activity and sport programs.</td>
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<td>9/23/2020</td>
<td>Gambia case study on controlling trachoma transmission by improved environmental practices and its impact on businesses</td>
<td>James Mandingo</td>
<td>This research paper will explore the environmental aspects of trachoma transmission and prevention. The research will draw from many examples and studies conducted around the world that has, or had, trachoma. Most of the research however will focus on the Gambia. The author was in the Gambia from December 2019 to February 2020. The focus of the prevention strategy will be drawn from the SAFE program funded by the UN to help eliminate trachoma. Trachoma is a deadly bacterial disease that affects the eye and spreads rapidly in communities that have lack of healthcare and access to basic sanitation. After field observations in conjunction with a thorough review of the supporting articles, the author suggests that access to clean water, hand washing and proper toilet construction reduces the burden of trachoma. These three things are adequate in the fight against trachoma transmission supported with antibiotics. This coinfection can help prevent COVID-19. COVID-19 is a disease that spreads significantly by trachoma. Close contact and poor hygiene practices increase the transmission in both cases. The Gambia and other countries used manual type intervention strategies to sustain the reduction of trachoma. The United States can take these lessons and implement them to slow down transmission while scientists make a vaccine for COVID-19. Through a thorough literature review and field observations by the author through an ethnographic approach, this project shows results that supported hand washing and access to clean water as essential to prevention of trachoma or COVID-19. Barrier practices such as social distancing does not hold as much importance as hand hygiene due to human behavior.</td>
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<td>9/23/2020</td>
<td>Building bridges for collaboration through virtual methods during the pandemic</td>
<td>Francesca Pabate, Angela Ignacio, Clara Rebello</td>
<td>With the impact of a global pandemic, COVID-19 has challenged the way teams engage in research. Particularly, it poses the challenge of navigating and developing solutions to delegate tasks effectively. As a result of limited in-person interaction, the process of conducting research in teams has resulted in adapting methods conducive to maintaining a collaborative setting. By using several platforms, such as Zoom and GSuite, these modalities provide a resource for team building and discourse. Our study, which aims to examine the emerging self through means of creative writing, utilizes qualitative analysis to extract themes from these stories. In employing a mixed methods approach, qualitative data is crucial to integrating depth and meaning to support quantitative measures. The share screen feature in Zoom enables the team to examine the process of qualitative data analysis using NVivo. After coding each object under a specific category of meaning, a thematic analysis of object meaning uncovered significant relationships among the objects participants used in their stories. A narrative analysis was carried out to determine the extent to which all four objects in a story are integrated together. The data from these analyses led to the creation and implementation of an index for depth of meaning for the narratives. Hence, in employing several strategies of virtual communication, qualitative research in teams aims to creatively build bridges which emphasizes on the value of collaboration in times of isolation.</td>
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<td>9/23/2020</td>
<td>Himalayan Youth Co-Research Collaboration with NVIVO during Changing Research Geographical Settings</td>
<td>Adrian Khan</td>
<td>The Himalayan regions of Nepal contain some of the most remote villages in the world. Yet with globalization narratives pushing the agenda of all children under the age of 18 having access to formal education extending to these villages, there has been an increasing shift towards young people (trans)migrating to pursue ‘better’ educational experiences in different geographical settings across Nepal and around the world. However, with the COVID-19 crisis closing schools across Nepal and restricting applications for study and work abroad, youth have increasingly started to return to their villages to engage with their communities of birth on important social issues that affect people’s survival and quality of life. Nevertheless, despite increasing bodies of research on young people’s migration decisions, there remains little work on research, with, young people methodologically engaging in (trans)migration research in Nepal. Drawing on ongoing longitudinal research since 2010, this paper focused on the methodological process of engaging in Participatory Action Research (PAR) with young people in Nepal through collaborating with four Himalayan youth co-researchers. Co-researchers assisted with tracing major school/work transitions of over 150 Himalayan participant experiences within and outside of Nepal during the COVID-19 pandemic. Overall, this paper focuses on the intricate process of training and collaborating with Himalayan co-researchers and navigates how NVIVO training workshops with co-researchers (with emphasis on using NVIVO for qualitative collaborative coding) established a participatory framework that engaged a reflexive and equitable framework for PAR in Nepal, with young people, during changing geographical settings due to the COVID-19 pandemic.</td>
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| 9/23/2020 | COVID-19 Interruptions: Transitioning focus groups from in-person to online learning | Teresa Kline                                                                                | This paper will provide a narrative discussion of how we transitioned planned in-person focus groups to an online format, due to disruptions from the COVID-19 pandemic. | Track 6: COVID-19 Impact on research
A Thematic Analysis of Between Session Activities of Counseling Clients
Rachel Tarnowsky

The contribution of between session tasks to psychotherapy outcome has been well documented and many models of psychotherapy utilize homework as an important component of treatment. Despite widespread use of between session tasks as a therapeutic technique, there is limited information about the completion of between session tasks. Through a qualitative thematic analysis of daily diary responses, themes in between session tasks, as reported by clients of two university-based counseling centers in the United States, were discovered.

Data were collected through a daily diary format. Consenting individuals were asked to complete a short (approximately 20 minutes) daily diary on a daily basis for the first 28 days they were in engaged in therapy. The Daily Diary of Events in Couple Therapy was developed based on the Daily Inventory of Stressful Events (Almeida, Wethington, & Kessler, 2002) to assess events that may impact individuals’ daily life. One such question, “Did you try something from therapy?” was used for the present analysis. Responses were recorded as either a yes or no and a subsequent follow up question prompted the respondent to indicate what was done. Thematic analysis (Braun & Clarke, 2006) was conducted with data organized in NVivo. This method emphasizes both organization and rich description of the data, going beyond simple content analysis to explore explicit or implicit meaning within the text.

Findings suggested that many clients completed between session tasks. Themes in tasks reported were: Communication and related behaviors; love, acceptance, and emotional work; and task-oriented behaviors.

Parent-Child Illness Narratives: A Dyadic Grounded Theory Analysis
Jackie Williams-Reade

In pediatric chronic illness, little is known about the relational interactions between adolescent patients, parents, and illnesses and how they influence management of the illness. To address this, we elicited illness narratives (Kleinman, 1988) through face-to-face interviews with 32 individuals (16 dyads) representing adolescents diagnosed with a chronic illness and their primary parent who had been referred to a psychosocial treatment program for challenges with illness management. Interviews were conducted individually and analyzed dyadically using grounded theory to better understand the interconnected emotional processes that may be contributing to illness management difficulties. Results include a theory of patient-parent illness responses and how parental illness meanings play a role in adolescent self-management. During our presentation, we will highlight the use of a dyadic analysis of individual interviews and share how this analytic method resulted in a more in-depth and relational understanding of how illness narratives of pediatric patients and family members mutually influence the illness experience. Increased understanding of the interconnected illness narratives of parent/child will provide insight into treatment factors that can facilitate or impede emotional healing of patients and family members as they grapple with the far-reaching effects of pediatric illness.

Harnessing Youth and Family Voice Using Virtual Methods
Colleen Smith, Brittany Jean Taylor

To determine the impact of a substance use recovery program on youth and their families, researchers at Georgia Health Policy Center’s Center of Excellence for Children’s Behavioral Health at Georgia State University used both virtual and in-person data collection methods. Three types of participants were included: youth currently enrolled in the program; caregivers of youth currently enrolled in the program; and youth who had graduated from the program. Currently enrolled youth were being interviewed individually via telephone while at the program site and caregivers were being interviewed using an in-person focus group format. When the COVID-19 pandemic reached the United States, the program transitioned to virtual service delivery. Likewise, data collection methods were adjusted. Currently enrolled youth continued to be interviewed by telephone; however, youth were contacted directly at their place of residence rather than at the program site. The remaining caregiver focus groups remained in group format but were conducted virtually rather than in person. Telephone interviews with youth who graduated from the program continued individually by telephone as planned. This paper explores the pros and cons of conducting telephone interviews with youth and challenges faced when implementing a trauma-informed lens using this approach. Additionally, the paper will report the study team’s experience conducting virtual focus groups with caregivers of varying levels of technological access and comfort.

Using NVivo to Review Comments on Organ Transplantation Rules
James Alcorn, Joann White

UNOS is a private organization that operates the Organ Procurement and Transplantation Network (OPTN) under contract with the federal government. The OPTN is a “unique public-private partnership that links all professionals involved in the U.S. donation and transplantation system.” The OPTN issues national rules regarding organ transplantation. Each rule is sponsored by an OPTN committee that is comprised of community members. Similar to regulatory bodies, the OPTN collects public comment on these rules before they are enacted. Comments are reviewed not only for consistency in sentiment but also for diversity of thought. Minority perspectives are highlighted for the sponsoring committees. This allows the OPTN to detect trends across community segments.

Comments are collected via an online platform and facilitated in-person and virtual meetings around the country. A staff team uses NVivo to analyze the comments for the sponsoring committees.
• Prior to the start of public comment, staff add potential topics in NVivo as potential nodes. The NVivo team meets weekly during public comment to discuss findings, approaches, and refine the list of nodes.

• We collect demographic information, sentiment scores, and written comments online.

• The sponsoring committee receives interim and final staff reports that allow them to participate in and validate the findings of the staff team. Among other items, these include hierarchy charts and coding summaries.

In conclusion, the use of NVivo has permitted the OPTN to review public comments in a more systematic way that adds to the credibility, consistency, and trustworthiness of the analysis.

9/23/2020
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Secondary data and NVivo: Conducting qualitative analysis of comment sections from case files
Teresa Kline

This paper will discuss the creative use of NVivo to answer a research question based on secondary data not originally intended for this purpose. For this study, we are utilizing the comment sections from a purposive sample of 240 case files. These case files are created during the application process for a specific program (not identified in this paper), and the comment sections vary greatly in the length and level of detail provided. Additionally, the format of these case files is not optimized for NVivo upload and analysis. In this paper we will describe the selection of the purposive sample of 240 out of 4,000 case files, the general format and layout of the case file, the process for preparing and uploading the case files into NVivo, and a brief overview of our planned analytic approach. The focus of our presentation will be on flexibility that NVivo provides in conducting qualitative analysis of secondary data sources not originally intended for this use.

Track 5: Innovations in using NVivo

9/23/2020
4:30 PM - 9:55 PM

Addressing the Ethics of Conducting Virtual Qualitative Research in the Global South
Purbita Sengupta, Megan Douglas

The COVID-19 pandemic has presented new and significant ethical challenges to qualitative research methodologies. Without the possibility to undertake onsite fieldwork many researchers are now resorting to virtual research to accommodate physical distancing measures. This approach brings up important ethical questions and issues that the research community must address. Drawing from their own qualitative virtual research conducted during the COVID pandemic, the authors will address two ethical issues – power dynamics and privacy – and discuss mitigating strategies employed. The issue of power dynamics is discussed in terms of virtual interactions between Northern-based researchers and Southern-based participants. Field-based qualitative research has long been considered a way for researchers to reduce power differentials and promote participatory knowledge generation. As researchers increasingly shift to virtual methods, however, it is important to consider how researcher-participant relations are changing and what measures should be taken to limit power differentials while encouraging participatory methods. Next, the paper will consider the issues of access and privacy within virtual research. The challenges of global inequality of access to technology and Internet bandwidth, coupled with the patchwork of regulations and risks around cybersecurity, can pose significant risk to participant anonymity and confidentiality. Discussion will apply a post-colonial lens, arguing that it is important to consider the positionalities of researchers vis-a-vis research participants who are based in the Global South in the research design and ensure participants’ autonomy is safeguarded at all stages of the research.

Track 6: COVID 19 Impact on data collection

9/23/2020
5:00 PM - 9:25 PM

Virtual Focus Groups and Collaborative Coding
Kristen Carson

Virtual, video conferencing software allowed for a pilot study of teacher educators to further understand how these novice educators and partner school principals define and measure teacher effectiveness. The qualitative portion of this pilot study, utilized phenomenology methodology to work on developing focus group interview protocols for use with Teacher Preparation program completers and their supervisors at a midsized, midwestern public university. Utilizing technology such as e-mail, video conferencing, transcription, and qualitative analysis software, the pilot study was able to include first- and second-year teachers and their principals in an easily accessible manner, that was both convenient for the researcher, researcher assistant, and participants. After the focus group and interview sessions, the researcher assistant transcribed the material and both the researcher and researcher assistant coded response themes and body language/facial expression themes utilizing the video conferencing recordings. This paper describes the methods utilized to select the sample of participants, preparation of the interview protocol and focus group etiquette material, and collaborative analysis utilizing the output from the technological software. Additionally, it briefly addresses the perceptions to the participants’ experiences in a virtual focus group and their experience over the course of a chaotic academic year: the participants’ first- or second- year of teaching and the COVID-19, distance learning experience.

Track 2: Online and Virtual Methods

9/23/2020
5:00 PM - 9:25 PM

Using Team NVivo in Collaborative Community-Academic Research Partnership
Bhamiram Zendo, Amy Lewis, Naji Naeemzadah, Katherine Salter, Marlene Janzen Le Ber

Mobilizing Narratives for Policy and Social Change is an ongoing research project exploring how community-based organizations and research initiatives use narrative methodologies to generate policy or social change. The collaborative, community-academic partnership is structured into four broad thematic groups: (a) poverty and inequality, (b) meaningful and sustainable work, (c) discrimination, marginalization, & violence, and (d) legacies of colonialism. Each subgroup has created a working group comprising community and academic members that participate in all aspects of study development and execution.

Our study selected Team NVivo to support the analysis of multiple cases within and across (n=24) case studies. Given the size and scope of the current project and the demands for collective and partnered analysis and interpretation, Team NVivo was considered ideal; however, there has been multiple methodological challenges in implementation. The Mobilizing Narratives partnership is using Team NVivo to analyze a large quantity of data. The program has a number of benefits, such as remote access to the data, which is particularly helpful during a pandemic such as COVID-19; however, there are also challenges that have been exacerbated as a result of the pandemic. Community partners, academics, and students reported on challenges in using the program, such as frequent crashing issues with home internet bandwidth connection and added cost to the project as a result of purchasing server space.

To conclude, Team NVivo has immense potential in supporting remote research work that involves large partnerships. We hope that our presentation on the benefits and challenges of using Team NVivo in a community-university research collaborative will demonstrate its utility and areas for refinement.

Track 4: Research in Teams

9/23/2020
5:00 PM - 9:25 PM

When Photographs Are Your Big Data: Visual Rhetorical Analysis With NVivo
Marcela Ziede

While visual rhetorical analysis has been conducted on a limited number of artefacts so far, the paper aims to describe how a large number of photographs as artefacts can be used as big data through NVivo 12 Plus. Drawing upon Roland Barthes’ semiology theory of photography, a methodological design is described for this purpose. The preliminary elaboration of big data files enables to create the NVivo project and then the three-phase process of categorical, connotative, and rhetorical combining mixed methods of a priori coding and free coding procedures of interpretation is conducted. The project is integrated by units of analysis (photographs) and the codebook containing the definition of codes, memos of decisions adopted which enable the management of hierarchical code trees, a matrix of analysis, a cross tab, queries, and the visualization of data, among other tools. The researcher, using grounded theory, raises main themes as patterns of rhetorical communication and then articulates them through interpretative theoretical logics. This design is described for a single case study of a large company using photographs included in its two decades of corporate reports. Researchers interested in visuality embracing an interpretive paradigm can benefit from this comprehensive methodological design to explore research questions using new lenses and big visual data in fields that are not restricted to the communicational genre of corporations’ reports.

Track 5: Innovations in using NVivo

9/23/2020
5:00 PM - 9:25 PM

The Boom of Zoom During the COVID-19 Pandemic: Moving Qualitative Research Interviewing Online
Lisa Gray

The Boom of Zoom During the COVID-19 Pandemic: Moving Qualitative Research Interviewing Online

Track 6: COVID 19 Impact on data collection
Discourse Analysis in Discussion Forums: Science Teachers in Online In-Service Teacher Education Coup

Ricardo Henrique Pucinelli

Discourse Analysis in Discussion Forums: Science Teachers in Online In-Service Teacher Education Course Discuss the History of Evolutionary Thinking

This research analyzed the 2nd offering (2011-2012) of the online postgraduate in Science Teaching, conducted by the Faculty of Education of the University of São Paulo, in partnership with the Department of Science of the State of São Paulo, entitled “Reed São Paulo de Formação Docente” (REDEFOR).

In this research, it was verified how the participants of discussion forums interact in a Virtual Learning Environment (VLE) through techniques of qualitative and quantitative analysis. From the descriptive statistics studies, a group with eleven teacher-researchers for Social Network Analysis (ARS) was defined. ARS made it possible to characterize the interaction networks of the discussion forums by obtaining sociometric indicators to characterize the participants in the studied group.

In turn, the qualitative approach promoted the analysis of discursive interactions through NVivo in the debates held in the discussion forum whose theme addressed the history of evolutionary thinking. An analytical framework called “Rainbow” was adopted, which proved to be effective for obtaining and exemplifying the dialogical relationships established between the participants during the debates in the discussion forums. Finally, it was possible to verify that a mixed approach was useful to categorize and understand the discursive interactions of the analyzed group.

Collaborative Autoethnography: Analysis of Text Messages as Method

Lauren Beasley
Sam Bernstein

Autoethnography, which grew out of traditional ethnographic methodology studying culture through observation (Gobo & Molle, 2017), combines traditional ethnographic methods with autobiographical techniques to move social science research away from the colonizing observation of others to the empowering observation of self to understand culture (Ellis et al., 2011). Dual autoethnography is a growing form of autoethnographic work that utilizes dual perspectives on the same experience to assemble a fuller understanding of a shared experience (Chang et al., 2012). In examining the experiences of a graduate student with a serious mental illness (SMI) diagnosis, we analyzed our own text messages exchanges—one from the point of view of a friend and professional social worker (Lauren) and the other from the point of view of a PhD student with an SMI diagnosis (Sam)—utilizing thematic analysis and self-interviewing about our individual thoughts in sending and receiving the text messages. In this presentation, we will explore our experience utilizing this methodology and method. We will start with an overview of the growing literature on the use of dual autoethnography as a form of ethnographic research, and then will discuss how these messages conversations offer a rich source of data.

Textual Analyses using NVivo on Thousands of Literature Records to Extrapolate Insight

K.M. Tahsin Hassan Rahit
Maja Tarailo-Graovac

Authors: K. M. Tahsin Hassan Rahit and Maja Tarailo-Graovac Affiliation: Departments of Biochemistry, Molecular Biology and Medical Genetics; and Alberta Children’s Hospital Research Institute, University of Calgary, Calgary, AB, Canada

Recently, we wanted to prepare and present a comprehensive view of the field of “genetic modifiers of Mendelian disorders.” The literature available on the online databases was overwhelmingly high, thus posing a challenge to extrapolate insights. Going through all these documents was impractical. On the other hand, depending just on the query parameters of the online database was not a reliable method to get the trend. Therefore, we performed textual analysis of the documents and found NVivo to be the most appropriate tool for our case. We started by defining our analysis objectives and designed query patterns accordingly. We searched online databases and exported all the different search results in .bib files. To combine, remove duplicates, standardize .bib files and extract the documents (pdf files) from online, we used JabRef. Next, we imported the bibliography, including the documents in an NVivo project. Then we applied multi-level cross-textual queries on the documents. We utilized annotation, restrictive, and proximity-based textual queries, level of word modification, cross-code/set queries (Figure S1 of [1]). To increase reliability, we used a threshold value of 3 for the coding references. Lastly, we exported the lists of documents with different codes and prepared trend analyses and graphs from the exported lists [1]. Here, we have presented our comprehensive textual analysis of thousands of literature records to produce a comprehensive view of a field. The utilization of such techniques in a systematic review could potentially improve the quality of analyses. [1] doi: 10.3390/genes11030239

Conducting Virtual Qualitative Research on Sensitive Topics: Challenges and Opportunities

Megan Douglas

Qualitative methods, such as interviews or focus group discussions, are widely accepted to be a suitable approach for researching sensitive topics. Traditionally these approaches have been done via face-to-face interaction, as in-person exchanges of information enable a rapport-building process crucial for establishing trust between researcher and participant. The COVID-19 pandemic has required researchers to reconsider their qualitative data collection methods. With in-person interviews no longer possible, interactions must move to virtual platforms. Such a change brings with it new challenges and opportunities. Interviews conducted over the phone or through computer mediated communication (CMC), such as email, Skype, or text, can challenge the rapport-building process. As well, there are important ethical challenges associated with virtual methods, including issues of informed consent and data security. However, there are also benefits; virtual methods can be well suited for sensitive topics, with many participants feeling more comfortable disclosing personal information virtually than if they were face-to-face with a researcher. This paper examines the authors’ virtual qualitative methodology (semi-structured interviews via Skype and online surveys) for a research project that examines access for mental health supports among social science researchers in the global South. It explores the methodological and ethical challenges encountered, mitigation strategies, and the discussion of how virtual qualitative research is creating new opportunities for access and meaningful data surrounding sensitive subject matter.

Using NVivo to Analyze Tweets of Violence Events that came to Trending Topics in Brazil

Luciano Fischbom

This paper presents the methodological procedures used on research about violence events with great repercussions on Twitter in Brazil using NVivo 12 Pro. From a mixed-method approach, this work focuses on the dimensions of opinions about punitivism and moral emotions, considering that studies that employ sentiment analysis or opinion mining have mistakenly assumed ‘stance’ and ‘feeling’ as equivalent. Despite the native extension NCapture is more practical, both in collect, import and analyze on NVivo, unfortunately, the relevant metric of likes is not captured, only the retweets. The data of an event of kidnapping occurred on August 2019 on the Rio-Niterói Bridge was collected with a script on RSstudio, and the dataset needed to have a treatment to be imported on Zoom video.
NVivo, divided into two parts. The map of codification on each part was formed by Opinion, Information, and Spam as primarily coding nodes, mutually excluding. The secondary coding nodes were the empirical categories under Opinion and one of these was 'Emotions', classified in each specific emotion in tertiary nodes. The 1907 tweets of the initial part were coded manually, probing sets of opinions, emotions, and words associated with them. The second part of 4433 tweets was based on the frequent words, that were less descriptive than before, indicating positions, the terms previously founded, and the rest was manually classified. In addition to these tools, Matrix Coding Query allowed to find which moral emotions were associated with categories that express punishment (disgust), counter punishment (indignation), and criticism towards the traditional news media (indignation).

9/23/2020 6:30 PM - to- 6:55 PM

Student as Researchers’ Pedagogy and Qualitative Research
Ananya Bajaj
This presentation will highlight a study employing a qualitative grounded theory approach and an intersectionality framework funded by the Social Science and Humanities Research Council (SSHRC). The purpose of the study is to explore experiences of migration and developing diabetes among immigrants from Sri Lanka living in the Greater Toronto Area of Ontario. We will describe how this qualitative inquiry has a strong emphasis on a 'students as researchers' pedagogy involving graduate students from Sri Lanka in framing research questions, generating or gathering data. Common intellectual experiences have formed this group research project, within and outside the curriculum, in mixed disciplinary groups. We demonstrate strong student engagement and formed a relationship between faculty, junior professors, junior faculty, and graduate students working together. The project allows the principal applicants and co-investigators to work with and mentor students from Sri Lanka in a progressive way to support their academic and career development in the area of migration and health. Given, qualitative studies using a grounded theory approach generate rich and indispensable data with various emerging theoretical implications, students frame their own research question(s) and use the dataset to analyze, and write up and disseminate their findings through their voices as leading authors. Overall, students for this study, a strong emphasis has been placed on knowledge of the Tamil community, and qualitative interview experience. Having team members from the Tamil community with lived experiences of migration demonstrate commitment for engagement, translation and interpretation of the students' qualitative knowledge application.

9/23/2020 7:00 PM - to- 7:25 PM

Potentiating the Analysis of Qualitative Data with the Software’s Assistance: A Study on the Train
Vicente Sarubbi Jr
As pointed out by CAPES, in 2015 there were eleven doctoral programs in Public Health in Brazil with grades five, six and seven. In turn, doctoral guidance is a space of fundamental importance for the introduction of values, styles and academic culture. This paper checked consensus and diversity found in the representations of the advisors in relation to their contributions to the training of future PhD (professors-researchers) in Public Health. For this purpose, forty-five doctoral advisors were drawn for semi-structured interviews. The transcription of interviews were submitted to the analysis of the NVivo software. The process of interpreting and analyzing cross-reference tables made it possible to confront the demands of Public Health programs with the concepts of advisors on the training of PhD. The supervisors’ perceptions were also compared according to the orientation time and in relation to the five, six and seven grades programs in the research sub-hands: health management and epidemiology, social sciences, and human sciences. Subsequently, the generated codes were submitted to a lexicometric analysis by the IRAMuTeQ software. This made it possible to parameterize the analyzes and showed possible convergences and divergences in relation to training expectations and contributions from the guidance of future PhDs in Public Health in the different doctoral programs in Brazil.

9/23/2020 7:30:25 PM - to- 7:55 PM

Doing it HER way: the Baby Boomers female transition from Middle-age to Old-age
Sheila Gaasterland-Hebers
Baby Boomers women continue to influence society as they have in the past through the Feminist and Civil Rights Movements of the 1960s and 1970s. Barrett and Toothman (2012) noted in their 20-year longitudinal study that Baby Boomer women were elongating time spent as middle-aged women. Also, the female participants were achieving greater acceptance of their older self around the age of 70. The problem was not knowing what was occurring during the elongation of middle-age nor what strategies women adopt to cope or thrive during this phase of life.

This study used the interpretative phenomenological analysis (IPA), a qualitative research method to explore in-depth, the female, Baby Boomers experiences’ transition from middle-age to old-age. The recruitment of the 11 Baby Boomer participants was by the use of the snow-ball effect until data saturation. The results from the thematic analysis revealed a 3-phase aging process occurring during middle-age for women as they develop both reactive and proactive strategies throughout the aging transition. Baby Boomers until the woman’s first aging event and are reactive in her coping/thriving strategies. As time pass, the middle-aged baby boomer is aware that she is aging by experiencing numerous aging events, such as menopause, caring for elderly parents, and retirement. The strategies include proactive as well as reactive approaches to maintain homeostasis, such becoming more cautious when physically active so not to harm herself. When the Baby Boomer is in late middle-aged, she begins to accept her aging status. She experiences an acceptance of her physical body and prepares for personalized aging strategies.

The data provided a diverse list of strategies clustered into three themes: Support (health, financial resources, and social relationship), Bucket List (unfinished projects, goals, and dreams), and Wisdom. Future researchers may look closely at the psychological impacts the aging influences, including ageism and sexism. This study may be the foundation for therapeutic assessment and treatment for middle-aged women.

9/23/2020 7:00 PM - to- 7:25 PM

Electronic Portfolios: An Online Ethnographic Study
Rita Zuba Prokopetz
In this article, the author presents her exploratory ethnographic study where she examined peer- and self-reflection among master’s students as they completed their capstone ePortfolio projects in a fully online post-secondary institution in western Canada. These projects, developed both individually and in collaboration with peers, enabled students to engage in feedback-giving and feedback-receiving interactions at various stages of their ePortfolio development process. Through observations of interaction in the field site (online course) and participation in the community (Discussion Forum), this researcher engaged in a lengthy period of intimate study which enabled her to describe aspects of student interaction mediated by ePortfolios in an online learning community. Data were collected during three iterations of the capstone ePortfolio course using a mixed-method approach. Triangulation of data collection was established through surveying six students in a written questionnaire with closed- and open-ended questions and interviewing the same six students in semi-structured interviews of open-ended questions. Data were also collected from twenty-one archived student ePortfolio presentations. This multitude of data sources necessitated the use of the software suite of NVivo tools to assist with the analysis of the data. Results on the perceived experiences of the students are contributing to the scholarship on online teaching and learning, further research on ePortfolio, and course revision.

Keywords: ePortfolios, online ethnography, feedback interaction, peer- and self-reflection, NVivo tools

9/23/2020 7:00 PM - to- 7:25 PM

Aged Care Residents’ Prioritisation of Care: A Mixed-Methods Study
Kristiana Ludlow
While previous research has established aged care residents’ preferences for their care, i.e., what aspects of care are desirable to them, no study has explored residents’ views on care prioritisation, i.e., what aspects of care are most important to them. This study aimed to address this gap by investigating what aspects of care residents prioritise, how they prioritise care and influences on their prioritisation decision-making. Participants were 38 residents from five residential aged care facilities (RACFs). Participants completed a card sorting activity using Q methodology where they rank ordered 34 cards, each representing an aspect of care, from least to most important on a pre-defined grid. Concurrently, they verbalised their decision-making processes via a think-aloud task. They were then completed post-sorting interviews, and semi-structured interviews focused on their experiences of prioritisation decision-making. Participants’ completed card sorts were analysed using inverted factor analysis techniques using PQMethod, resulting in the identification of four factors. Each factor represented a shared viewpoint. NVivo was used to facilitate inductive content analysis of participant transcripts to create rich definitions depicting influences on prioritisation decision-making. The study findings have implications for staffing ratios in residential aged care, person-centred care, the support of residents’ independence, and the quality and appropriateness of meals and food provided in RACFs.

9/23/2020 7:00 PM - to- 7:25 PM

Supporting and Understanding Professional Development Needs Through COVID-19
Cindy Bogdan
Launched in 2019, the New Tech Network (NTN) quality assurance infrastructure was developed to provide a framework for evaluating and understanding the professional learning experiences of NTN educators and evaluate conditions for lasting change. New Tech Network provides professional development and learning to teachers at over 200 schools in the US. Surveys are used to gather participant experience data and feedback. Analysis examines the alignment among design, implementation, and experience with attention to gains over time. Essential in this analysis is the qualitative data participants provide around
next steps, challenges, and essential drivers for change.

During the closures and during the transitions between closures due to Covid-19, NTN shifted the administration of workshops to a virtual setting to ensure a continuous flow of quality learning so that teachers and school leaders are supported and prepared to appropriately respond to the changing needs of their students and schools. The qualitative analysis of open-ended responses is essential in understanding the needs of the teachers and impact of the professional learning. The qualitative coding of survey responses from participants of previous workshops has been instrumental in ensuring that their feedback is utilized in the planning and facilitation of virtual training to ensure productive and engaging adult learning. The coding tools NVivo offers enables a systematic procedure built on open, axial, and selective coding informed by grounded theory research.

### Understanding the Impact and Benefits of Using Regular Zoom Writing Sessions for PhD Students During COVID-19

**Richard McGrath**

Understanding the Impact and Benefits of Using Regular Zoom Writing Sessions for PhD Students During COVID-19: A Collaborative Autonethnographic Approach. During their candidature, PhD students experience social isolation, which can have a direct impact on their academic performance leading to some failing to complete their studies. Prior to the Covid-19 pandemic, the majority of HDR peer support groups (often developed as ‘writing groups’) have been established within individual universities and involve face-to-face sessions. However due to the physical distancing restrictions required to manage the spread of Covid-19, several online hear Zoom writing support groups have been established which dissolve institutional and discipline barriers.

This study is exploring the impact and benefits of a regular, online writing support group using Zoom as a result of Covid-19. This study has drawn from two emergent qualitative methodologies: collaborative autonethnography and netnography. Due to the nature of the online writing sessions developing as a Community of Practice whereby members supported and encouraged each other with completing self-identified writing outcomes, the adoption of an online collaborative research methodology was deemed the most appropriate approach. To our knowledge, this is the first time collaborative autonethnography and netnography have been combined.

Data collection involved participants writing personal reflections of the impact and benefits they perceive occurred in relation to their involvement in the online writing sessions. Reflection stories were collated and distributed to all participants to review. Participants were then encouraged to discuss the heuristic commonalities across the stories to identify themes during a regular Zoom session. Participants comments in the Zoom ‘chat’ function were also collated and analysed to assist with triangulation of heuristic commonalities.

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### Participatory Online: A Critique of Place in Digital Ethnography

**Taylor Price**

Participatory data collection is becoming increasingly valuable for contemporary social theory. Yet, I suggest that the root image of digital research sites – as spaces/places – among digital participant-observers and internet ethnographers remains a stumbling block to sound digital participatory research methodology. After providing a critical reflection of space/place as the “root image” employed by social scientists to make sense of their “online field sites”, I argue for an alternative root image of digital research sites – as (mediated or synthetic) “gatherings” – enables social scientists to produce more sound theories of interpersonal processes and meaning-making within digital platforms. Further, I suggest that explicit discussions of metaphorical language among social scientists is necessary for the development and refinement of (digital) social research programs. More concretely, explicit debates over the core imagery of our digital research sites can strengthen justifications for research designs that include “digital field work” and can contribute to the development of robust and transposable explanatory concepts. Throughout this paper presentation I will compare and contrast the value that these two root images impart to social researchers throughout data collection and data analysis while drawing on previous research in sociology, anthropology, and pragmatics, as well as my ongoing participatory research at video conferenced open mic events.

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### The constitution of the relevance of accounting services in the era of Covid-19

**Julia Wu**

An understanding of the external images of accounting firms and accountants is important to an appreciation of the roles of accounting services in a broader social context. The current study uses the virtual communications of top accounting firms in New Zealand to investigate how the relevance of accounting services are conveyed during the pandemic of Covid-19. As per the institutional theory, the legitimacy of the accounting profession have been largely grounded in the verbal and visual images of accounting services that are projected by accounting firms.

The research examines the communications of accounting firms on their official websites and various social media apps, namely Facebook, LinkedIn, Twitter and YouTube, as responses to Covid-19 to explore the utilisation of virtual communications as advocates for their firms and services. The research aims to reveal the patterns and tactics, if any, of firms’ using social media apps to constitute and maintain the relevance of accounting services when both commercial activities and economic outlook are perceived to be low as a result of the pandemic.

Data are collected from official communications of top 30 accounting firms in New Zealand specifically referring to Covid-19 from January to July 2020. Qualitative data encompasses of texts, pictures and videos in the initial web articles, posts and twits and firms’ subsequent interactions with viewers. Quantitative data consisting of counts of views, followers, shares, reactions and comments will be obtained as of 31 July. Contents, thematic and discourse analyses are carried out with the assistance of NVivo.

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### An Oral Communication Approach to Media Literary Analysis

**Rupa Ganeshan Na Ayudhya**

My paper is an interdisciplinary study that develops an Oral Communication approach as a new qualitative research approach to critically analyze digital media communications and to understand how media affect patterns of thought of people and culture. This methodology is based on 1) the oral communication characteristics discussed in Ong’s (1982) Orality and Literacy: The Technologizing of the Word and 2) media literary concepts discussed in Silverblatt et al’s (2014) Media Literacy: Keys to Interpreting Media Messages. First, I built the coding frame by following the Process and Procedures of Qualitative Content Analysis (Flick, 2014, pp. 429-430, as cited in Schreier, 2014, p. 174, pp. 431-436, as cited in Mayring, 1983) to assign a final definition of the six media literacy categories that forms the core criteria of this approach based on theories discussed in Ong (1982) and Silverblatt et al. (2014) [Steinke, 2004, pp. 184-190]. I then applied this methodology to a case study of ways in which President Donald J. Trump’s success can be attributed to his ability to exploit characteristics of Oral Communication through his campaign speeches and his tweets in a digital media environment.

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### Exploring the Support Networks of Those Caring for Loved Ones on Texas Death Row

**Nicol Kiribarovsky**

In 2018, Texas executed 13 offenders, more than all other states’ executions combined for the year. Currently, 212 offenders await execution on Texas death row. For every one person sentenced to die, estimated dozens more are affected. Research is limited but consistent on the impact on family and friends of those on death row; they suffer intense and complex grief with minimal to no support. This qualitative research study explores the support network(s) established by those who are actively caring for Texas death row inmates. The main research questions are: How do those caring for loved ones on Texas death row find the necessary support leading up to, during, and after the process of execution? What support is needed? How is support obtained, and what obstacles exist at different stages of the process? Data collection methods include participant observations, semi-structured interviews, and focus groups. The findings from the research are discussed in relation to previous research and the implications for policy and practice highlighted.

### How to Simultaneously Analyze Visual & Audio YouTube Data: It’s Not Just What They Say, but How They

**Laura Knowles & Jorden Cummings**

How to Simultaneously Analyze Visual & Audio YouTube Data: It’s Not Just What They Say, but How They YouTube provides qualitative researchers with access to a wide range of public data; it is the second most visited website in the world, with billions of views per month. Moreover, this data is naturally occurring. Platforms like YouTube are participatory spaces that allow users to manipulate their online space, and the online space of others. Users create and view content, and engage through likes, dislikes, and comments. One challenge with analyzing YouTube data, however, is the simultaneous presentation of multiple information sources like background visuals/set, nonverbal body language of the YouTube, and content of their speech. Previous research on YouTube has focused on content analysis, analysis of comments, still images and verbal transcriptions, with a
## Printable Session List

### 9/4/2020

**Keynote**

**PM to 11:25 PM**

9/23/2020 **8:00 PM - to 8:25 PM**

**Take off the blindfold and Understand: Sexual Violence Prevention: Providing Opportunities to Empower**

Martha Hernandez-Martinez

Take off the blindfold and Understand: Sexual Violence Prevention: Providing Opportunities to Empower and Support Latina Girls and Women in the Twin Cities

This proposal presents the method used in an outcome evaluation carried out with members of the Latino community in the twin cities in May 2020 using focus groups and individual interviews (Krueger, & Casey, 2002). Aiming to learn about the rules, policies and/or procedures and training offered to small Latino businesses, and employees to prevent sexual harassment in the workplace. Stakeholders included businesses owned by Latinos, rights advocacy organizations, regulatory bodies, development and training agencies, and Latino workers.

**Method:** We adapted an in-person facilitation process to a Zoom online platform, steps were taken to guarantee the security, confidentiality, and privacy of the participants (Forrestal, Valdivinos, & Vogel, 2015). Convenience and snowball criteria were used to select from the sample (Patton, 2002). An invitation was sent in an email that included a brief description of the project and the days in which the interviews would take place and the focus group, an estimate of the duration. We offered the alternative of calling us by phone if the participants had questions or concerns before accepting to participate.

**Process:** A question guide was used for each interest group. To obtain the consent of the participants, we sent the consent sheet and the questions in English and Spanish, for review and approval before the focus group and/or interview (Salmons, 2015). Participants received a letter of thanks and a sheet including a list of resources related to the topic.

**Audio-Recorded Diaries in Kenya: Using a Socially Distanced Approach to Data Collection in a Low-Income Setting**

Lisa Rabinovich

The COVID-19 pandemic has restricted opportunities for traditional qualitative field research. In an ongoing study led by a team at USC’s Center for Economic and Social Research, we have been studying the personal financial management practices and preferences of low-income women in Kenya, through in-depth interviews and focus groups. Recognizing the significant economic challenges now facing households with low and uncertain incomes globally, we added a new module to our study to examine how women are coping financially on a day-to-day basis worrying about economic emergency unleashed by the pandemic. In order to comply with social distancing guidelines, we decided to deploy a solicited diaries approach to data collection. Solicited diaries aim to elicit everyday experiences on particular themes, and allow the capture of in-depth personal perspectives in the context of day to day activities, emotions and interactions. Specifically, we will use “audio recorded diaries”, an adapted diary approach to account for literacy constraints and limited access to personal computers. A sample of twenty of our existing sample of women are asked to submit entries every day for a total of one week. The diaries will help us understand what financial services women still use or rely on during this time, what barriers they may experience to accessing financial services and products, and what supporting intervention they may benefit from. This presentation will discuss the audio-recorded diary approach, challenges and opportunities faced in its deployment in our study setting, adaptations, and lessons for use in Kenya and elsewhere.

**Attending rigour and replicability in thematic analysis of qualitative research data: a case study**

Kate Roberts

Tony Dowell

Background: Navigating the world of qualitative thematic analysis can be challenging. This is compounded by the fact that detailed descriptions of methods are often omitted from qualitative discussions. While qualitative research methodologies are now mature, there often remains a lack of fine detail in their description both at submitted peer reviewed article level and in textbooks. As one of research’s aims is to determine the relationship between knowledge and practice through the demonstration of rigour, more detailed descriptions of methods could prove useful.

This presentation will detail the codebook development, previously published [1], which contributed to thematic analysis of qualitative data that formed part of a mixed methods phase design research project. This presentation is aimed at researchers and doctoral students new to thematic analysis by describing a framework to assist their processes. The detailed description of the methods used will support attempts to utilise the thematic analysis process and to determine rigour to support the establishment of credibility. This process will assist practitioners to be confident that the knowledge and claims contained within research are transferable to their practice. The approach described within this presentation will build on, and enhance, current accepted models.


**Ethics of Internet Research**

Annette Markham

**10:30 PM to 10:55 PM**

**Mobiles and Mandatory Alerts: A Study of Amber Alerts and Canada’s Emergency Alert System**

Monique Lynn

A rising number of emergency events has led governments worldwide to advance notification systems to better inform the public during crises. In 2018, the Canadian Government incorporated wireless technology into their emergency system, Alert Ready, allowing authorities to mass distribute emergency notifications to mobile phones. Amber Alerts were included in this system, making Canada the first nation to send non-optimal Amber Alerts to private devices. Amber Alerts are issued when a child has been abducted or is believed to be in imminent danger, and seek to gain the public’s help in recovery efforts.

This project uses online and virtual methods to investigate the public’s response to Amber Alerts distributed via Alert Ready. This includes using Google Trends data to align the distribution of an online survey and the collection of Reddit data with Canadian Amber Alert events. Reddit posts are used to explore the public’s lived experience of Amber Alerts in Canada, as they naturally occur; and in response to real events.

Analysis combines traditional thematic analysis approaches with Leximancer automated concept mapping. This helps to identify and interpret both semantic and latent themes and patterns across a large and diverse social media dataset, with content consisting of text, images, and hyperlinks to external websites. Through exploring attitudes towards this system, this project seeks to investigate whether the discourse that “everything” should be done to save a child’s life prevails in the face of resistance to intrusive systems and potentially ineffective crime control initiatives.

**The Development Of A Qualitative Data Collection App For Real Time Audio And Video Recordings**

Hari K. Keddie

Purpose: The aim of the study was to explore the experiences of women planning a VBAC in Australia. The method of data collection was not clearly understood as standard methods such as interviews and focus groups did not address the issues of how women were feeling after every antenatal appointment. Through this dilemma the idea of a specific smartphone application designed to obtain video or voice diary entries was developed.

Method: The design and development of ‘myVBACapp’ was achieved between the PhD candidate and an external app developer. The data once collected was transcribed and narrative analysis used. An evaluation survey exploring ease of use of the ‘myVBACapp’ was undertaken by participants of the study.

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**Table 1: Online and Virtual Methods**

**Table 2: Online and Virtual Methods**

**Table 3: Qualitative Health Research**
Developing a Qualitative Mapping Method: Gamers and Ex-gamers of Wizards Unite and Pokémon Go, Level 1, 9:30 AM - 10:15 AM
James Smith
Kathleen Ym
Matthew Lee
Louise A. Ellis
Kiran Ijaz

Correspondence to: James Smith: Research Fellow, Centre for Healthcare Resilience and Implementation Science, Australian Institute of Health Innovation, Macquarie University, Level 6, 75 Talavera Road, North Ryde, Sydney, NSW, 2109, Australia.

Email: jim.smith@mq.edu.au; Tel: +61 2 9850 2417.

Background
Augmented Reality (AR) for use on smartphones has the potential promise to improve health outcomes thus transforming gaming as a sedentary leisure pursuit to an active leisure pursuit having physical, psychological and social implications. While the question of AR games on long-term health outcomes is still under debate, one question has remained largely ignored by marketers and producers of AR games, and that is what sustains different gamer loyalty in the complexity of their leisure world, and why do some individuals choose to quit playing whereas others are able to resolve constraints with minimal effort to continue their leisure pursuit? We aim to develop a qualitative method to map gamers and ex-gamers of Wizards Unite and Pokémon Go based on their level of attachment, constraint, involvement, and loyalty.

Method
Data were collected through an online Qualtrics survey using convenience sampling. The survey was posted on four subreddit forums dedicated for Wizards Unite and Pokémon Go for two weeks and obtained completed answers from 1052 participants. Our new qualitative mapping method aligns with a deductive category application, coding all highlighted excerpts in NVivo 12 Plus using a predetermined coding scheme based on the combined leisure and consumer behaviour coding framework.

Results and Conclusion
Constraints can negatively influence loyalty whereas activity involvement acts to sustain gaming across different gamer groups and should not be underestimated as a powerful influence in decision-making, choice behaviour, behaviour change and ultimately loyalty to the brand.

Developing a Qualitative Mapping Method: Gamers and Ex-gamers of Wizards Unite and Pokémon Go, Level 2, 11:30 AM - 12:15 PM
James Smith
Kathleen Ym
Matthew Lee
Louise A. Ellis
Kiran Ijaz

Correspondence to: James Smith: Research Fellow, Centre for Healthcare Resilience and Implementation Science, Australian Institute of Health Innovation, Macquarie University, Level 6, 75 Talavera Road, North Ryde, Sydney, NSW, 2109, Australia.

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Results and Conclusion
Constraints can negatively influence loyalty whereas activity involvement acts to sustain gaming across different gamer groups and should not be underestimated as a powerful influence in decision-making, choice behaviour, behaviour change and ultimately loyalty to the brand.

Midwives providing woman-centred care during the COVID-19 pandemic
Virginia Stulz

Aim: The aim of this national research is to explore midwives’ views and perceptions about their experiences about how COVID-19 has impacted on their ability to provide woman-centred care.

Method: Each research member distributed a flyer and an expression of interest was also sent out via the Australian College of Midwives to members and also via their Facebook page which captures non-members. All investigators also administered via their own administered Facebook pages to midwives that work within their state. The expression of interest was a link that took the midwife to a survey on the Qualtrics platform that asked them about their roles of online news in analyzing social and economic problems using qualitative and quantitative content analysis. Furthermore, NVivo 12 tool was used to analyse the data obtained from the Qualtrics platform.

Results: MyVBACapp scored highly on all aspects of ease of use and the data obtained from the app has been both rich and unique in content. The app was improved and made available for qualitative researchers to use and is now called “Voqual”. A further three studies are now using Voqual for their qualitative data analysis.

Conclusion: The design and development of ‘myVBACapp’ was a challenging but educational process for the PHD candidate and research team. This novel way of data collection added important knowledge in understanding the experiences of women planning a VBAC in Australia. The app has now been adapted to be used in other qualitative research projects.
Employing Constructivist Grounded Theory Method to evaluate projects 'real' success
Johan Fahri
Organizations have been massively investing their resources to deliver their strategic objectives. Projects are then used as building blocks to realize those objectives. Project management literature acknowledges that project success should be measured at three different stages: output, outcome, and impact stages. Evaluation of projects at the outcome and impact stages identify long term benefits and demonstrate a project’s real success and evaluation of outputs at project completion cannot. While many studies have shown ways on how to measure the success of project, limited studies have done it for the outcome and present stages, especially when the success are perceived differently by different stakeholders at different stages. Ex-Post Project Evaluation (EPPE) has been proposed to evaluate project success at the post-handover stage. This paper emphasizes the of constructivist grounded theory method (CGTM)—which has been presented at the 9th ACSPI Social Science Methodology Conference in 2016—under the EPPE approach. Instead of discussing the results—where were able to identify convenience, development, documentation, maintainability, new capability, price of service or product, training, and usability as critical success factors,—this paper highlights two important methodological findings: 1) processing of translating during the code as a part of constant comparative analysis and 2) the use CGTM in Ex-Project Post Evaluation (EPPE).

Nvivo Briing Grounded Theory and PLS-SEM: a Mixed-Methods Study of Leadership Development
Mengye Yu Fangting Yu
Mixed-methods research may involve various mixes of qualitative and quantitative approaches, such as methodology, data collection, and analysis techniques. The findings of mixed-methods studies can be reinforced through combining exploration of meanings and explanation of variables’ relationship. Transforming qualitative data has been utilized in mixed-methods studies to determine statistical validity, such as t-test and ANOVA. Yet, PLS-SEM (Partial Least Squares Structural Equation Modelling) has not been reported of utilizing transformed data.

This study demonstrates how to conduct a mixed-methods study by following the author-designed 7-Step Mixed-Methods Framework of Grounded-Theory& PLS-SEM approaches. This study integrates grounded theory (GT) and PLS-SEM analysis by NVivo. GT analysis focuses on understanding how and why various learning impacts on leadership development; whereas, PLS-SEM analysis is to test this grounded theoretical framework emerged from GT. The software NVivo 12 facilitates the GT analysis and PLS-SEM analysis. NVivo analyzes the transformed data with SmartPLS software and finds there is a significant relationship between challenging experience and leadership development. Through bridging grounded theory and PLS-SEM analysis with NVivo, this study broadens mixed-methods research methodologically. It strengthens the statistical reliability of a qualitative study by employing PLS-SEM and transformed data. The author-designed 7-Step Mixed-Methods Framework of Grounded-Theory& PLS-SEM can practically assist other mixed-methods studies. Furthermore, the novel blended mixed-methods approach may encourage more methodological attention.

Keywords: Nvivo, Grounded Theory, PLS-SEM, Mixed Methods, Leadership Development

Online Medias for Research and Learning: Experiences of Facilitators and Participants in an Online
Maryanne Pais
In the present context, there is a need to deliver various forms of content using online or virtual mediums. The present study aims to understand the experiences of facilitators and participants who were a part of an online life skills training program in a college in Bangalore, India. The study explores the positive and negative aspects of conducting activity and experiential based programs online, and highlights the various challenges experienced by both the facilitators and participants. Semi-structured interviews were used to collect data. Content analysis was carried out using NVivo software in order to explore common perspectives and experiences. As a further analysis, the participants’ experience of being interviewed was also recorded and analysed. In addition, the comparative analysis of the researchers’ previous experience of conducting face-to-face interviews and conducting online interviews helped highlight differences between these two mediums. Based on the analysis, the experiences and challenges of online life skills training and interviewing have been emphasized. This includes the digital gap between urban and rural areas in India, and personal preferences for face-to-face or virtual contact. Based on this analysis, recommendations that may help improve the delivery of content, and the conducting of research via online and virtual mediums have been made.

Using NVivo to Identity Change in Social Representations Over Time in Qualitative Analysis of Text M
Chelsea J. Mullens
Using NVivo to Identity Change in Social Representations Over Time in Qualitative Analysis of Text Media
Social representations, which are the depictions used to communicate about an unfamiliar object in a familiar and reliable way, are typically explored using interviews and focus groups. Doing so captures the ideas of participants at a single point in time with some scope for participants to reflect on the past, which can be likened to NVivo 12 facilitates that are also shared by media analysis. However, NVivo 12 analyzes the transformed data with SmartPLS software and finds there is a significant relationship between challenging experience and leadership development. Through bridging grounded theory and PLS-SEM analysis with NVivo, this study broadens mixed-methods research methodologically. It strengthens the statistical reliability of a qualitative study by employing PLS-SEM and transformed data. The author-designed 7-Step Mixed-Methods Framework of Grounded-Theory& PLS-SEM can practically assist other mixed-methods studies. Furthermore, the novel blended mixed-methods approach may encourage more methodological attention.

This paper shows one way that NVivo can be used to capture meaning over time by enabling themes to emerge from inductive open coding. In doing so, this paper provides further insight into inductive coding approaches to use NVivo to code for social representations over time. It offers a flexible way to code for emerging themes, particularly in instances where themes are not pre-determined and when the focus of analysis is the meaning within text.

E-Satisfaction and Online Learning Experiences in a Public Sector Higher Education Institutes (HEIs)
Sana Akhtar
With the escalation of pandemic latitude educational institutes around the globe had to make a shift in their institutional ideology from regular to online. Despite numerous challenges, Higher Education Institutes (HEIs) in Pakistan had to paved ways to adopt digital teaching and learning approaches for their academic activities and reputation as other private sectors’ HEIs are smoothly following. Alongside of limited funding resources it is not easy to maintain educational activities with all quality elements, hence quality serves as one of the benchmark of satisfaction.

So, the following study is used to explore satisfaction of students towards their online learning programs. A qualitative case study was designed. For methods, triangulation was made through the qualitative interview and observation processes were selected. Interview questionnaire was based on factors related to service quality and observations were conducted by phone calls. While for observations students’ whatsapp groups were created as an alternate for online methods, triangulation was made and In-depth interviews and observation processes were selected. This study explores the experiences of facilitators and participants who were a part of an online life skills training program in a college in Bangalore, India. The study explores the positive and negative aspects of conducting activity and experiential based programs online, and highlights the various challenges experienced by both the facilitators and participants. Semi-structured interviews were used to collect data. Content analysis was carried out using NVivo software in order to explore common perspectives and experiences. As a further analysis, the participants’ experience of being interviewed was also recorded and analysed. In addition, the comparative analysis of the researchers’ previous experience of conducting face-to-face interviews and conducting online interviews helped highlight differences between these two mediums. Based on the analysis, the experiences and challenges of online life skills training and interviewing have been emphasized. This includes the digital gap between urban and rural areas in India, and personal preferences for face-to-face or virtual contact. Based on this analysis, recommendations that may help improve the delivery of content, and the conducting of research via online and virtual mediums have been made.

Keywords: e- satisfaction, public sector higher education institutes, online learning

The Use of WhatsApp as a Qualitative Research Tool for Geographically Dispersed Samples
Rocio Bueno-Roldan
According to the World Migration Report 2020, in the world, there are around 272 million international migrants, representing about 3.5 percent of the total globe population. Modern life and globalization have also prompt an increase in international professional mobility (Gatti 2009; Bokyo 2004). Research then, has to keep up in its necessity to reach the international community while maintaining veracity. VoIP (Voice over Internet Protocols) can contribute to it, offering the possibility of voice calling and sometimes video-chat in a financially affordable manner anywhere in the world (Lo Iacono, 2016). The big question is, can the research community adapt the traditional methods of data collection to the use of internet and VoIPs while keeping rapport?

This paper discusses the advantages and disadvantages of using WhatsApp as a tool for conducting qualitative interviews, specifically with geographically dispersed samples. It reviews the challenges of adapting video conference, audio phone call, audio message and written message WhatsApp options to the classic qualitative research methods. I conclude that WhatsApp, through its flexibility and informality, may be considered a valuable tool for qualitative research. Specifically, among groups who used it on a daily basis to communicate with friends and relatives worldwide (i.e. Expats). As one of the interviewees...
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<tr>
<th>9/4/2020</th>
<th>9:24 AM - 3:25 AM</th>
<th>Perspectives on the UKs Chief Information Officer Role: A Comparison of Advertised UK CIO Job Role Requirements with CIO Assessment Literature</th>
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<td></td>
<td>David Harding</td>
<td>Organisations avoiding disruption from digital technologies are turning to their IT Leaders to establish new dynamic capabilities. Organisations rely on their Chief Information Officers to exploit digital technologies to minimise conflicting CIO role perceptions, especially if they wish to reverse high-turnover rates and improve CIO performance. Adapting Organisational Role Theory, we capture CIO role perspectives from UK CIO job adverts and compare them to the body of knowledge. Through a process of word count, cluster analysis and auto-coding we identify frequently occurring phrases in our sample of job adverts that describe the role recruitment context and desired attributes of prospect CIOs. On comparison to the body of knowledge, we find that UK recruiters, perceiving CIOs as IT Managers, emphasise previous status as a subjective indicator of knowledge and skill, whilst CIO researchers perceive CIOs as strategic leaders who exert influence using measurable attributes. We conclude that UK companies appear to be either avoiding digital technologies or have not turned to their CIOs to embrace and exploit them.</td>
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<th>9/4/2020</th>
<th>3:30 AM - 3:55 AM</th>
<th>Dealing with the Medium: Using Facebook Data in Qualitative Research</th>
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<td></td>
<td>Cristine Dyhnyrg Hejgaard</td>
<td>Through observational online ethnography and online interviews, I studied a Facebook based network of ‘makers’ producing free-of-charge protection equipment during COVID-19. This paper discusses how the affordances (Gibson 1977) of the Facebook medium affect the research situation and how researchers might harvest the advantages and take a critical stance to the possible biases this creates. Some affordances are social in character, e.g. whether a Facebook group is open or not, while others are determined by the digital architecture, like the max. amount of keystrokes on twitter. Social media is thus a setting that both displays the interrelating and network it possible and affect it. As such the paper takes the stance, that online and offline activity mutually influence each other (Baym &amp; Boyd 2012). The paper consists of three parts. The first covers some advantages, e.g. the use of Facebook for purposeful sampling of informants. The next section debates possible risks. It discusses the need for insight to how affordances might have shaped the online interaction, for instance through the possibility of administrators to end a thread. Following this, the possible shaping of the researchers own interpretation of the online interactions, as they played out, is scrutinized. For instance the lack of structure in Facebook led me to use the ‘pinned’ messages as a structuring element, thus giving the administrators’ perspective a stronger ‘voice’ in my research. The third part regards the ethics of online ethnography, discussing the potential use of data from observed online interactions in the interview situation.</td>
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<th>9/4/2020</th>
<th>3:30 AM - 3:55 AM</th>
<th>The study of the use of digital media in Vietnamese political dissent</th>
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<td></td>
<td>Hien Nguyen</td>
<td>?Introduction: Recently, the proliferation of digital media in Vietnam promises the possibility of having a virtual public space. It enables people to connect, communicate, and share their opinions on political issues with each other despite geographical distance. News media could potentially give Vietnamese citizens more opportunities to express their views in online public discussions over political concerns. These engagements in cyberspace could be translated into actions in physical space which is known as a collective action and challenge the Vietnamese government. Whether this advantage brought by new media could help to change the political discourse in Vietnam or not remains to be explored. Whether the virtual public sphere exists in Vietnam or not needs to be further studied.</td>
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<td>Aims: 1) the nature of citizens’ engagement in public discussions of governance concerns on social networking sites in Vietnam;</td>
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<td>2) the emerging likelihood of collective actions formed thanks to political participation in digital space in Vietnam;</td>
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<td>3) news reported on cyber-activism and government responses on cyber-activism in mainstream media in Vietnam.</td>
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<td>Methods: Mixing qualitative and quantitative approaches with a combination of content analysis and discourse analysis have been adopted for this research. I have analyzed 54,486 comments contributed by 33,470 participants on the chosen three cases, including Cutting Tree, Formosa, and Special Economic Zones.</td>
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<td>Source: Data exported from Exportcomments.com for this study. News articles captured by NCapture from the five established widely-read online news sites, namely Vnexpress.net, Tuoiitre.vn, Dantri.com.vn, Tintuconline.com.vn, BBC.com.vn. I examined and analyzed 107 articles during this study.</td>
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<td></td>
<td>Helen Marshall</td>
<td>This paper has a practical focus. It begins with the argument that those responsible for helping postgraduate students with their qualitative data find the task easier when they understand the ‘keynote’ in the project- nuances of the research question and the student’s approach to it. The tradition of long discursive face-to-face meetings between student and supervisor helped grow mutual comprehension, but the growth of postgraduate numbers and increased time pressures made such meetings more difficult (and current conditions have made them impossible). Time pressures have also made it harder for supervisors to read and comment on multiple drafts of material. The paper first outlines the concept of keynote discusses ways in which it has been related to qualitative data. It comments briefly on the changing nature of the postgraduate experience, focussing on Australia. It then shows how NVivo offers ways to get at headnote. The tools that are of use at the analysis stage are fairly simple ones, mainly those that display coding. These can be used even when the student is working with NVivo but the supervisor does not use the program. The paper also comments on the ways in which tools within NVivo may help supervisors to encourage reluctant writers to build the account of their research. While the paper takes the supervisor’s perspective, the suggestions made could easily be used by students who feel that their supervisors do not quite grasp the nuances of the PhD project.</td>
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<th>9/4/2020</th>
<th>4:00 AM - 4:25 AM</th>
<th>The Importance of Reflexivity in Remote Teams: Using NVivo to Bridge the Physical Divide</th>
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<td>Anuja Cabraal</td>
<td>A fundamental activity in collaborative and mixed-methods analysis is reflection. Throughout an analysis the plethora of thoughts we have about the data, the participants, the analytic process, the growing interpretations and so on, must be captured so that they can be accessed at a later point to be built upon and developed into a valid and trustworthy account. Working in teams adds complexity to this process to ensure the reflections of all team-members are integrated. When face-to-face meetings are not possible, the task becomes more reliant on systematic processes to share, comment on and develop reflections. Capturing reflections can happen in a variety of ways in NVivo, which is one of the main benefits of using such a dedicated CAQDAS-package. In this paper we discuss the ways NVivo can be used to capture and store written reflections, as well incorporating different methods used for reflections such as audio recordings, drawings/imagery and developing models. We discuss how they can be used by teams to foster systematic reflection whilst maintaining the flexibility for individual perspectives; and illustrate the value of using NVivo for capturing reflections when working remotely.</td>
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<th>9/4/2020</th>
<th>4:00 AM - 4:25 AM</th>
<th>Identity Boxes: An Arts-Based Approach at Distance</th>
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<td></td>
<td>Nicole Brown</td>
<td>In my contribution I provide insight into the use of identity boxes as a data collection method to elicit experiences at distance. The project was created to ensure that participants would not be subjected to lengthy travels as they experienced fluctuating health issues. Participants were given a question and were asked to respond to the question using objects to represent their answers. They then took a photo of their box and shared that with a well-organized forum with a brief description of their identity.</td>
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**Printable Session List**

| Track 1: Online and Virtual Methods |
| Track 2: Innovations in using NVivo |
| Track 3: Research in Teams |
| Track 4: Arts-based Approaches |
| Track 5: Innovations in using NVivo |
| Track 6: Online and Virtual Methods |
| Track 7: Arts-based Approaches |
The basis for the identity box approach is that a) human understanding is embodied (Finlay, 2008, 2015), that b) language is insufficient to explain or describe certain experiences such as pain (e.g. Sontag, 2003; Scarry, 1985), and that c) human understanding and communication are metaphorical (Lakoff and Johnson, 2003).

In my reflection I show that the approach posed potential risks around the emotional vulnerability of participants, with some participants experiencing the project as cathartic and therapeutic, whilst others struggled with the process of thinking through objects. Although using a less conventional approach to research led to deeper, richer reflections and thus relevant, interesting and thus relevant, rich data, concerns were raised around relevance, generalisability, and more generally the evaluation of the research. The paper concludes with a reconsideration of the identity boxes as a method of data collection at distance.

### The Use of Projective Techniques to Enhance the Online Interview Environment: Innovative Consumer Research

Samantha Read

The Use of Projective Techniques to Enhance the Online Interview Environment: Innovative Consumer Research in a Digital Age

This paper examines consumers’ perceptions of their brand relationships in relation to digital self-extension through an innovative online approach to data collection. Semi-structured interviews from a sample of twenty Generation Z iPhone users were enriched through digital projective techniques to access participants’ unconscious desires or conscious deep-seated beliefs, through the application of non-threatening stimuli. Following in-depth questions concerning participants’ branded Smartphone application use across a three-month period, each participant was provided with a scenario in which the three brands they previously identified as their favourite branded apps are positioned in a fictitious room, drawn and shared with the participants on the online platform Blackboard Collaborate Ultra. Participants were to imagine themselves in the room and given a series of prompts to reflect on their interactions with the three personified brands. By involving each participant in this constructive progress, participants expressed greater details concerning how they view their brand relationships than they did with standard questioning. This is further developed through expressive projective techniques to explore levels of Brand Engagement in Self-Concept (BESC) in a digital environment.

The data was coded and analysed via NVivo to draw out key themes emerging from the projections. This includes insights into perceived brand personalities, emotions expressed through the construction of the room events and conflicting attitudes surrounding digital brand relationships. The unstructured nature of the projective tasks furthermore increased the validity of the data collection by negating potential researcher bias, in addition to addressing interviewee fatigue by actively engaging the participants in content creation.

### The Role of Aesthetics and Symbolism on Luxury Brand Image: a Netnographic Study of an Online Brand

Saira Sultan

Andrina Halder

The aim of this paper is to build new knowledge on the role that visual aesthetic and symbolic components of luxury brands play in visual posts shared in an online community. Adopting a netnographic approach, a brand community interaction and life is observed. It allows full description of online social life that fits well in any online interaction, thus provided a realistic, interactive and immersive experience to the researcher. The data collected through online conversations and online Skype interviews of ‘The Purse Forum’ (TPF) community members are processed through a thematic analysis. A digital diary, separate node in NVivo software, screenshots, and web-log have been maintained. It is to capture field notes and have been incorporated with non-participation observer data and interview data with photo elicitation to support the online, virtual methods and qualitative nature of this research. In this research, NVivo was used for thematic analysis that supported code-based inquiry, searching, and theorizing combined with ability to annotate and edit documents. Non-numerical, unstructured data and image content; these NVivo features made it suitable for this research. The raw data coding and the sorted text were labelled through codes with the support of NVivo. This research has provided an outline of how to present NVivo data in a comprehensive systematic manner that might be useful for any future research. Therefore, the process of analysis using NVivo as an integrative medium is a contribution to methodology that established an important gateway of online and virtual method.

### Auto-Coding COVID-19 Press Conference Narratives: tools, opportunities, insights and datasets

Steve Wright

This session explores the potential of recent developments in qualitative analysis software for the rapid processing of emerging data - using data from the current COVID-19 pandemic and US government press conference transcripts. The focus is on the potential of the methods and tools for analysing political discourse. Additionally input and interest is sought for any potential research re-use from creating and sharing an open dataset either as part of a contemporary and emerging situation, and/or in the future as an archive if it.

The session will demonstrate and explain how software features in different Computer Assisted Qualitative Data Analysis Software (CAQDAS) can be used together to draw on different opportunities and tools in different packages via the QDA-Exchange format. Initially this required automatic detection and tagging of speakers in transcripts (available in ATLASi) and then exporting that data through the recently developed QDA exchange format to NVivo in order to use tools from NVivo Plus to run automated coding for sentiment and key topics. Approaches to onward data exploration, visualisation and various potential approaches to in-depth analysis will then be interactively explored. This is a work in progress so there will be a real focus on enabling opportunities to contribute and shape the developing dataset, share it for teaching and demonstration purposes as publicly available data and to input into, use, reuse or propose next steps in a project that is currently a testbed to methods development.

### Digital Storytelling in Rural India: A toolkit for developing 21st century digital storytellers

Harshada Desai

A continuous struggle for pre-pandemic India has been to deliver quality school education across social strata. The pandemic has enhanced and further complexed the problem of education accessibility. As many students across the world make a shift to online education, we cannot ignore that many children in rural India have been set back as they are again unable to access education, due to lack of digital resources. In February 2020, before the nationwide lockdown in India, I had the opportunity to conduct a digital storytelling pilot in rural Bihar and Jharkhand. Two of India’s most disadvantaged geographies. The aim: to explore digital storytelling as a tool for digital literacy, developing 21st century skills and building digital identity for members of the Bal Sansad (Child Parliament).

The research was conducted in a workshop setting applying techniques of participatory action research. Before visiting the field, telephonic interviews and questionnaire surveys with teachers from the school and social work associates helped us to understand the context and to design an implementable intervention.

The research will focus on the design of the research, and its implementation in a workshop format. It will also evaluate the outcomes, i.e.: digital stories created by students of the Bal Sansad and showcase the possibilities of using this pilot as a model to bring rural students to connect and participate in the wider world. The paper will further discuss the social impact of such a project during a pandemic and post.

**Keywords:** digital literacy, digital identity, rural students, 21st century skills, education, Participatory Research

### Marrying NVivo with NodeXL: The Nexus for Qualitative Social Media Research

David Lomoywara

Robert Rukwaro Maina

Immaculate Tallam

Qualitative research has continued to revolutionize in recent years. Questions have been raised about the linkage between qualitative and quantitative research. In the present era, social media presents avenues where people can share sentiments, perceptions, stories, and engagements. Sufficient to say, social media is abuzz with a lot of qualitative data. Some software like NodeXL has been used to mine social media data. Social media researchers wonder what to do with such rich data extracted from social media sites via NodeXL. NVivo can be creatively used to provide not only the quantitative content analysis given by some social media data harvesting software but also qualitative aspects of the data.
This paper focuses on creating a nexus for the rationale for the use of NVivo in doing a quantitative and qualitative content analysis of social media data. The paper presents marriage between NodeXL spreadsheet data, a social media data mining software, and NVivo to arrive at a hybrid social media data analysis procedure. NodeXL software mines data on social media sites such as Twitter using hashtags and keywords. Under the tweets section on NodeXL, the conversations around the topic of discussions are lined up. The information can be tapped and transferred and uploaded to NVivo software for categorization and analysis. The nexus between this two software will play a pivotal role in assisting researchers in continuing with their research work in unprecedented times like the one we are currently facing- COVID-19 pandemic.

### Thematic Analysis, Ideology critique and Linguistic Analysis as a Methodological Framework for Criti

Morag Munro

Critical Discourse Analysis (CDA) seeks to investigate how social inequalities are constructed, legitimised and reproduced through discourse. CDA encompasses a diverse range of approaches which differ in their theoretical frameworks and methods (Wodak & Meyer, 2009). This presentation will first provide a brief introduction to CDA.

Next, using a CDA of thirteen national higher education digital teaching and learning strategies as an illustrative example (Munro, 2016), the presentation will describe a methodological approach to CDA informed by ‘Ideology critique’ (Held, 1980), and will demonstrate how Nvivo was leveraged in support of this approach. Ideological claims may be employed in order to implicitly or explicitly justify ideas or actions, by presenting them as inherently neutral, certain, natural, or commonsensical, and exempt from criticism; by implication other viewpoints may be marginalised (Held, 1980).

The research questions investigated were: 1. What ideologies underpin the strategies? 2. Are the claims made valid? and 3. Are other ideologies omitted? Thematic Analysis (Braun and Clarke, 2006) was first employed in order to identify, categorise, and refine recurring themes across the 138, 900-word corpus. Themes were next interrogated in order to uncover the social, cultural, and political motivations underpinning any ideological claims. Ideologies can be both enacted and obscured via language choices (Bloor and Bloor, 2007); the analysis therefore also paid particular attention to the impact of rhetorical techniques, lexical choices, as well as presentational, structural, and narrative devices. Nvivo was utilised throughout the research process as a means to support organisation and analysis of the corpus.

### Psychologically-informed Physiotherapy: using Online Interviews and Arts-Based Methods in Healthcare

Kate Crook

Psychologically-informed Physiotherapy: using Online Interviews and Arts-Based Methods in Healthcare Research.

Author: Kate Crook, Leeds Institute of Medical Education, University of Leeds.

Psychologically-informed physiotherapy practice is recommended by the World Health Organisation and expected by the UK professional regulatory body. The use of psychology is supported by the evidence base and is encouraged in physiotherapy training, yet there is a lack of consistency and standardisation at undergraduate and post-qualifying level. The research project will explore newly qualified physiotherapists’ use, and understanding, of psychology within physiotherapy practice in the National Health Service in the UK.

Online interviews will be combined with an image produced by the physiotherapists representing their experience of psychology in physiotherapy. Undertaking fieldwork in a pandemic requires flexibility and innovation. Online interviews ensure flexibility while maintaining the benefits of face to face interviews, including engaging fully with participants, gathering rich data, and providing a platform for individual experiences to be heard. Arts-based methods are innovative and were chosen to work as an aid to the online interview. Creating an image will prompt reflection on the topic prior to the interview and encourage individuals to engage in a wider discussion of the topic. Such constructivist, qualitative methods are used infrequently within the traditional, biomedical field of physiotherapy. As such, the research project will combine innovative yet relevant methods to explore and give voice to a, hitherto, silent cohort of health professionals.

### Apps4eSafety: Using mobile apps to promote online safety for children and young people

Ana Francisco Montero

In today’s increasingly digital society, it is only natural that children and young people are more and more driven to move online. While doing so in a wide variety of devices, places and times, for a diversity of purposes and in a more autonomous fashion, their online safety faces renewed challenges. Furthermore, and despite developments in the field, promoting online safety continues to stand facing other significant barriers. Building on approaches to innovation, such as user-centred design thinking, technology enhanced learning and health technology, the project presented in this paper will implement a design-based research (DBR) methodology with the following purposes: i) produce a child-centred understanding of online safety needs and motivations for guidance; ii) evaluate the viability of using smartphone apps to offer child-friendly support and guidance; iii) analyse the potential for child-centred design to positively impact youngsters’ online safety; iv) deliver a framework that provides parents, teachers, health professionals, researchers and developers, among other stakeholders, with recommendations that take into account child-centred perspectives. A review of existing apps and a functional app prototype will be developed in collaboration with children/young people (8-14). A research and practice network will be created, involving other stakeholders. Data will be collected through observation, interviews and focus groups and submitted for thematic and discourse analysis.