NVivo Conference Abstract - 2021

Session	Track
Welcome and Overview of the Conference Chris Astle Silvana di Gregorio Stacy Penna Chris Astle, CEO of QSR International opens the conference with a Welcome to all presenters and attendees. Silvana di Gregorio, QSR's Research Director and conference co-organiser, gives an overview of the papers, posters and panel submitted for the conference. Stacy Penna, QSR's Community Director and conference co-organizer, gives a tour of the virtual conference platform.	Welcome and Keynotes
'For me, here life is perfect': voices from the lockdown echoed by a research-art response Reem Doukmak Paul O'Donnell As Coronavirus hit the world, it became a priority for researchers to address the implications of the pandemic in their research. In Coventry and as part of UK City of Culture 2021 celebrations, artists and researchers collaborated to listen, learn and create art with refugees in the city. The current paper gives insights into Re-integrate project in its first phase which involved exploring the integration experiences of refugees in Coventry. The paper presents the findings from interviews and online workshops which indicated the need for the researcher and artist to find innovative ways to connect with the participants within the restrictions of social distancing enforced by the governments to control the spread of the virus. Creatively led by the artist and guided by the aim of research, the study illustrates the role of drama in capturing voices and discussing human experiences of newly arrived communities in the city. The paper also examines working across different languages and re-thinking the agency of participants in research so that they are not just part of the research output, but they become actively involved in the decision-making of what and how the output will be made. Most importantly, the study demonstrates an example of virtual communities of practice which can guide knowledge creation and sharing through online environments. Based on the understanding built from ethnographic observation, interviews and online communication, the study puts forward a case of doing social research with refugees at times of Covid-19 outbreak and how engagement with art can open up unique ways to uncover human stories.	Welcome and Keynotes
Every Line Means Something: The Possibilities of Comics-Based Research Sally Campbell Silverman While arts-based methodologies in qualitative research have gained visibility, acceptance and positive attention, comics-based qualitative research (CBR) has only just begun to peek outside of the fortified lines of traditional comic book genre. This slow emergence may be attributable to comics' historical associations, but it is more likely that the unique affordances of the comic genre have not always been	Welcome and Keynotes

understood by qualitative researchers in employable ways. While comic books and graphic novels seem to be defined by stories parsed out in a series of little comic book boxes, the comics of CBR seek to both use and transcend those boxes and the lines that make them. This lecture will attempt to sketch out what comics-based research is, and describe how the conventions, processes and "rules" of comic form can help all researchers think more deeply about their research and themselves as researchers. Following this introduction, this lecture will provide concrete how-to instruction about the using the comic genre qualitatively, speaking to how comics-based researchers approach knowledge, truth, whimsy and data, from gathering to analysis and beyond. Indeed, drawing pictures in the context of qualitative research is about revealing complexity and troubling the poorly fortified boundaries between research and storytelling, and the researcher herself and the stories that mean the most to her work. In this way, comics-based research is a potentially boundary-bending method that is accessible but not simple, and clear while also complex, rich but defined by creative economy. As painter Jean Michel Basquiat said, "Every line means something." In comics-based qualitative research, the line itself must do more than just make little comic book boxes and boundaries: it must speak—to researchers, participants, readers and diverse publics.

NVivo Demo: Autocoding by existing coding patterns, by theme, and by sentiment Silvana di Gregorio Demo on how to use Autocoding using existing coding patterns, autocoding by theme and sentiment coding	Welcome and Keynotes
Case Studies in Researching Internet Celebrity in the Asia Pacific Region Crystal Abidin Digital cultures in the Asia Pacific region present a ripe opportunity for innovating with creative inter-disciplinary and cross-methodology approaches for research. Considering the rich cultural diversity, creativity necessitated to circumvent state interventions, digital innovation support by regional business and trade collaborations, and relatively high social economic status and material comforts, the APAC region boasts a rich and diverse history of platform cultures, flurry of youth-directed initiatives and activity, and potentials for extracting insights for the understanding of the region at large. Drawing from a decade of in-depth ethnographic research into forms of internet celebrity, influencer cultures, and social media pop cultures in the region, this talk surveys a carousel of methodological, conceptual, and ethical considerations in transcending the traditional boundaries in qualitative research. Informed by inter-disciplinary training and perspectives from the Social Sciences, including Anthropology, Cultural Studies, Gender studies, Media Studies, and Sociology, we will walk through case studies from three eras of internet cultures pre-histories of social media (e.g. blogshops, forums, websites); social media of Silicon Valley origins (e.g. Instagram tumblr, YouTube) and East Asian origins (e.g. BeLive, Douyin, TikTok); and the next frontier of social media, with a special focus on messaging chat groups (e.g. Telegram, WhatsApp). We will	Welcome and Keynotes

consider a variety of projects and topics, including online fashion and social shopping, young people's advocacy and activism, influencer strategies and faux pas, commercial childhoods and family dynamics, and fandoms. A portion of this talk will debut original research from A/Prof Crystal Abidin's forthcoming book TikTok and Youth Cultures (2022, Emerald Publishing).	
Close of Conference Silvana di Gregorio Stacy Penna A thank you to everyone and some reminders about the conference survey, the giveaway contest, the virtual bag and upcoming events in the NVivo Community.	Welcome and Keynotes
Alfasoft Vendor Presentation Gustaf Dahlberg Marret Bischewski Alfasoft is partner to QSR and the distributor of NVivo in northern Europe. Gustaf Dahlberg (Manager QDA & Reference tools) and Marret Bischewski (Training and Support) will take you through how Alfasoft can help you and your organization. Gustaf will talk about how local representatives can guide you to the right research software. Marret will present training options and talk about how Alfasoft can help you with both your research project and your software. You will also learn about resources like free Q&A sessions, videos, webinars, know-how & support articles organized by Alfasoft, and available in the conference booth.	Vendor Presentations
Statworks Vendor Presentation Statworks Group Vendor presentation by Statworks who are based in Malaysia. STATWORKS has extensive experience in implementing Data Science and Analytics Solutions in various organizations. By using our solution, organizations in various industries can reduce costs, improve performance, and gain the agility to respond to changing business needs. STATWORKS expertise is in working with large volumes of data and running algorithms where smarter data science computing with or without coding has become the core of our customers' analytical journey. Statworks is leading company concentrating on computational analytics. 2 decades in the evolving market for solutions on computational analytics technology. this is our range of solutions and services which is analytical solutions, education technology, data science platform and AI and machine learning. We providing variety of solution that concentrate on solving Big Data Analytics, Data Science and education technology. Product that Statworks provide solution: IBM Analytics Solutions, TIBCO Analytics Solutions, DataWalk, ArcGIS. Meanwhile for education technology is Texas Instruments, IBM Data Science dan Machine Learning, NVivo, Eviews and TIBCO Statistica. Hakkim Azlan demonstrates how NVivo can be used in a literature review.	Vendor Presentations
Content and discourse analysis: methodological differences in Social Science research Mariana Lima-Bandeira The presentation aims to highlight the methodological differences between content analysis and discourse analysis, considering that the	Spanish/Portuguese presentations (English sub-titles)

former can be understood as a mixed-method and that there are currents of discourse analysis - especially the French current - that are conceived based on more structured processes. Thus, exploring some studies published in the area of Social Sciences, which is multidisciplinary by nature, we observed that content analysis and discourse analysis present intersections that could generate confusion and questions about the scope and limitations of each choice. These confusions are possibly based on the epistemological understanding of each strategy and the type of research problem they address.	
Management and analysis of qualitative information for decision-making in governmental entities. Clemencia Navarro In recent years, the interest of government entities in the incorporation of qualitative analysis studies and strategies has been increasing. The possibilities of their implementation in this sector open up a wide variety of applications, from policy evaluations and participatory studies to the organization and use of internal information as a fundamental input for decision-making, not to mention the change of perspective that comes with having the voice of the actors in these processes. However, this growing interest in qualitative methods leaves researchers with several challenges and reflections regarding the need to develop strategies designed for this sector, overcoming the division between qualitative and quantitative methods, working with much larger volumes of information than those handled in the academy, the need to prepare government actors to understand the associated processes, and finally, the necessary discussions on rigor, quality and expected results in these studies.	Spanish/Portuguese presentations (English sub-titles)
What politicians talk about – salient themes in the Brazilian electoral debate Flávia Babireski Electoral debates are a time for presenting proposals and candidates to the voters. It is also a moment for researchers to capture and perceive the positions and themes present in the elections. The objective of this research was to capture and analyze the most salient themes in Brazilian television debates, in the 2020 local election, for the position of mayor. In the analysis, the city with the largest population in Brazil, São Paulo, was selected. The debate material was transcribed and then analyzed in New NVivo, using the automatic theme analysis tool. The analysis indetified the more recurrent themes in the Brazilian political scenario, such as those related to transportation, employment and education, but this analysis allowed us to identify a new theme, not present in the electoral discourses in Brazil until then, racism. The relevance of the finding was corroborated by the increase of black elected officials in Brazil, especially black women.	Spanish/Portuguese presentations (English sub-titles)
Applications of qualitative data analysis in Librarianship and Information Sciences Lourdes Feria Basurto As specialists in information management, librarians and professionals from related disciplines represent an important part of research programs in universities. That is why the Data Librarian has the responsibility to strengthen their skills in the use and exploitation of data. In the qualitative field, it is increasingly convenient to learn to use tools that support data management for the production, dissemination, and use of	Spanish/Portuguese presentations (English sub-titles)

knowledge. In this sense, the lecture describes good practices to collect, explore and visualize data, text mining applications, and, particularly, a recent Mexican experience to improve the impact of the library in the study and research communities.	
Matrix coding & clusters in the analysis of virtual focus groups: a study of Turning the Game Around Alexandre Jeronimo Correia Lima Matrix coding and clusters in the analysis of virtual focus groups: a study of the social program Turning the Game Around. Alexandre J. C. Lima (DCS/UFC) Irapuan P. Lima Filho (DCS/UFC) Giovanna Santiago (PPGS/UFC) Neivania S. Rodrigues (Turning the game/ FUNCAP) Ana Claudia V. Silva (Turning the game/ FUNCAP) We present here the methodological reflections of research on the monitoring and evaluation of efficacy of a social policy for young people called Turning the Game Around, offered by the state government of Ceará, Brazil, for young people who are not studying or working. In this article we present the analysis of focus groups (virtual due to the ongoing global pandemic) with the young people who are part of the program. In them we provoke in-depth discussions about the program itself, the future, the profession, the school, the family and other topics. We worked with the transcriptions of the groups in the NVivo, where the young people were classified according to nine attributes such as sex, region, age, schooling, etc.; and their statements were coded in thematic axes that sought to identify basic units of meaning. The matrix coding queries and clusters analysis diagrams revealed patterns and overlaps in the speeches that guides the interpretations and synthesis of the report allowing us to perceive unevident subtleties and indicate changes in the public policy of Turning the Game Around and its improvement. Keywords: Focus groups, NVIVO, Youth.	Spanish/Portuguese presentations (English sub-titles)
Analysis of the situation and needs of grandparents who have grandchildren with Down syndrome Rocio Martín Sevillano Analysis of the situation and needs of grandparents who have grandchildren with Down syndrome. Personal perspectives analyzed through qualitative research. Rocío Martín Sevillano1, M.ª Cruz Sánchez Gómez2 & M.ª Victoria Martín Cilleros3. 1PhD student and Graduate in Social Work at the University of Salamanca. Master's degree in Disability Research at INICO, Salamanca, Spain. 2PhD and Degree in Education Sciences at the University of Salamanca and Master in Speech Therapy at the Pontifical University of Salamanca. University Professor. Director of the Department of Didactics, Organization and Research Methods. Salamanca, Spain. 3Doctor and Degree in Psychology at the University of Salamanca. Associate Professor. Department of Didactics, Organization and Research Methods. Salamanca, Spain. The general purpose of this qualitative phenomenological study is to analyze the situation and needs of grandparents of grandchildren with Down syndrome from a personal perspective. Grandparents of grandchildren with disabilities are an underrepresented group in existing research related to the field. Participants ranged in age from 65 to 85 years, of grandchildren with Down syndrome, whose ages ranged from 3 to 21	Spanish/Portuguese presentations (English sub-titles)

years. All participants had one grandchild with a disability, except two, who had two. A sociodemographic questionnaire was applied and individual interviews, with open-ended questions, were conducted via telephone and/or video calls. An analysis of the participants' discourse was carried out, which involved the development of a system of meta-categories and categories. This analysis was developed using NVivo 12 PLUS software. The results indicate a substantial shift from negative feelings triggered by knowledge of the diagnosis to feelings related to positive experiences, expressed in the present. Participants describe being a fundamental support (informal, instrumental, practical, social, emotional and economic) in their families and, mainly, for their grandchild with Down syndrome. There is a need for training and information at the time of learning of the diagnosis and concerns about the future of their grandchildren and siblings. They present social demands such as greater governmental involvement or greater opportunities for access to resources and rights for their grandchildren. The results obtained are discussed and future lines of research are delimited.	
Improving Research Team Collaboration with NVivo Stacy Penna The presentation will share tools for how to manage NVivo projects among team members, track decisions, as well as compare and view coding across team members. See how NVivo can support your team to collaborate effectively together on a research project.	NVivo How-to Videos
What's new in NVivo Stacy Penna Watch this presentation showing the new features of NVivo, released in March 2020. The five main feature streams relating to the changes for NVivo include: improved NVivo user experience, getting started tools for new users, enhanced coding experience and visualizations, introduction of Office 365 integration and new project sharing collaboration features.	NVivo How-to Videos
NVivo Transcription - Integrate with NVivo for faster analysis Stacy Penna Learn how NVivo transcription can be your automated transcription assistant, allowing the researcher the freedom to focus on the analysis. Since NVivo transcription integrates with NVivo software, you can start analyzing your transcription data faster.	NVivo How-to Videos
Improving Research Team Collaboration with NVivo Stacy Penna The presentation will share tools for how to manage NVivo projects among team members, track decisions, as well as compare and view coding across team members. See how NVivo can support your team to collaborate effectively together on a research project.	NVivo How-to Videos
NVivo Demo: Autocoding by existing coding patterns, by theme, and by sentiment Silvana di Gregorio NVivo Demo of autocoding by coding patterns, by theme and by sentiment.	NVivo How-to Videos

Detecting Values in Photographic Visions Containing Children Aysenur Benevento This study examines adults' postings of photos of children on social media and offers a unique methodological approach to studying visual cultures. A major innovation of this study is first, to enact the concept and method of narrative inquiry to the digital photographs and second, using qualitative analysis software for the analysis of social media images. A sample of Instagram photographs with the hashtags of fashionkids and letthekids posted in a day in 2016 was collected and analyzed. Each photograph was considered as a unit of analysis. The process of conducting inter-rater reliability was based on the ratio of agreement and the number of codes in the photographs (10% of the corpus). With one other researcher, I achieved 91% reliability based on 79 codes sorted under 12 categories. With few exceptions (gesture, props, and body adornments), the codes were designed as binary codes (e.g., outdoor, indoor, acknowledgment of camera, face visible, etc). in every photograph. With the hope of informing future researchers about the conceptualization of the coding list and supporting their execution of the analysis, I will explain each of the three code groups in my presentation. Having applied this method, the presentation will also offer findings about the diverse values that emerge across two specific digital parenting cultures.	Multi-Method Research
Promoting the Compatibility between Grounded Theory and Mixed Methods Elizabeth G. Creamer From its earliest days, grounded theorists have promoted the adage that all is data. Whether the data comes from a secondary data base or presents itself in the form of photographs, fieldnotes from observations, diary entries, or timelines that are annotated during the process of data collection, grounded theorists are committed to the idea that these data can be engaged inductively to produce theoretical insight. Long-time leader in the field, Anselm Strauss, introduced the strongest link between its logic of inquiry and that of mixed methods when he suggested that an abductive logic is a better way to characterize the movement back and forth between an exploratory and a confirmatory stance that is embedded in the constant comparative method. Extending the logic of abduction to core grounded theory procedures like theoretical sampling, coding, and memo writing is one way to build an argument for pairing of mixed methods and grounded theory. Qualitative software can provide the platform for constructing the type of integrated database that is so central to meaningful integration in mixed method research. This presentation deconstructs a single case study to illustrate some of the potential and challenges of pairing mixed methods with grounded theory. The example linked data about crime rates by neighborhood in an urban US city, geospatial data, with qualitative data collected through a photo mapping activity. The case illustrates some of the challenges long recognized in grounded theory, including the risk of forcing preconceptions on the data.	Multi-Method Research
Micro-Teaching with Historical Primary Sources in Early Childhood: Analysis of Video Documentation	Multi-Method Research

Ilene Berson Michael J. Berson Meaningful integration of digitized primary resources into teaching and learning in the early childhood classroom may promote students' multiliteracies as they explore informational texts, but successful implementation with preschool children necessitates research-informed and developmentally appropriate strategies that exemplify active and engaged learning. Nonetheless, pre-service early childhood educators have been found to lack expertise and confidence with using inquiry-based strategies that foster emergent visual literacy and historical thinking with young children. This qualitative video-based research project explores the use of remote micro-teaching to develop the competencies of early childhood educators to create dynamic and stimulating learning environments with an emphasis on inquiry, creativity, and reflectivity. Through a remote video platform, preservice early childhood teachers documented micro-teaching a component of their lesson plan that used primary sources to promote discovery learning and introduce new information to young children. Using a web-based annotation tool, they subsequently annotated the specific strategies and teaching with primary source pedagogies they enacted. By engaging in this process, the preservice teachers traced their discourse through the technology while leveraging digital media and video to become a reflective practitioner. Subsequently they reflected on their practice and considered the effectiveness of the decisions and strategies they employed, relative to the assessment tasks (formative and summative), the lesson plan as actually taught and discussed plans for lesson plan improvement, and delivery improvement. Using NVivo, analysis of the videos and reflections revealed enhanced instructional implementation that linked young children's personal experiences in the present with the past and promoted multiple perspectives.	
Testing usability & feasibility of an electronic Patient Reported Outcomes Measures platform Christel McMullan Background Improvements in clinical management of Traumatic Brain Injury (TBI) mean that more people are living with reduced quality of life. Electronic assessment of patient-reported outcomes (PROs) post-TBI may facilitate early identification of ongoing issues, shared-decision making and management of long-term outcomes. The PRiORiTy (Patient Reported Outcomes Research in Trauma) study aims to explore the feasibility and acceptability of using an electronic Patient Reported Outcome Measure (ePROM) platform for patients with TBI. Methods This qualitative study used semi-structured and cognitive interviews to explore patients' and clinicians' perceptions of an ePROM platform (Aparito Atom5TM) and test its usability. Data analysis was conducted with QSR NVivo12. Results Participants interviewed (n=28) online highlighted the flexibility of an ePROM system. Suggested key features (simple layout, use of lay language, opportunity to send/receive feedback, and use of validated tools) informed its design. Online or face-to-face cognitive interviews with eight people with a TBI showed that the ePROM system was easy to use and that only minor changes needed	Multi-Method Research

to be made before being tested in a clinical setting. Conclusion Qualitative data collection methods helped capture participants' positive attitudes towards the use of electronic PROs in routine clinical practice and research. The final stage of this study is to test the acceptability and feasibility of the ePROM system in a clinical setting, using semi-structured interviews and observations of clinical appointments. This study will increase capacity for trauma-specific knowledge and expertise in relation to PROMs, and inform system development in other areas of trauma research. Authors Christel McMullan(1,2), Sally Bradshaw(1), Ameeta Retzer(1), Anita Slade(1), Elin Haf Davies(3), Luke Flavell(4), Jackie Flavell(4), Antonio Belli(2), Melanie Calvert(1,2,5,6), Grace Turner(1,2) (1)Centre for Patient Reported Outcomes Research (CPROR), Institute of Applied Health Research, University of Birmingham, Birmingham (2)UK NIHR Surgical Reconstruction and Microbiology Research Centre (SRMRC), Queen Elizabeth Hospital, Birmingham, UK (3)Aparito Ltd, Wrexham, UK (4)Patient Advocates, Birmingham, UK (5)NIHR Birmingham Biomedical Research Centre NIHR ARC West Midlands (6)BHP Centre for Regulatory Science and Innovation	
Keep it Authentic during the Covid19: Insight from the Moroccan consumer Fatima Ezzahra Ouboutaib Soumiya Mekkaoui Abdellatif Aitheda Objectives: Recently, research in consumer behavior has been focusing on market authenticity, as the postmodern consumer has become infatuated with it. However, its use is still problematic for managers. The Covid19 pandemic has changed the relationship between food and consumer. In this context, Morocco launched a first general lockdown in March 2020. This paper aims to question the perceived market authenticity of the Moroccan consumer in these difficult times. Methodology and results: We selected a sample of 20 people who are regular consumers of local products from the Souss Massa region. The respondents were recruited randomly according to the principle of saturation of responses. We tried to meet a criterion of relevance while choosing a heterogeneous sample. The average length of the interviews was 45 minutes. We mobilized an in-depth thematic analysis with the NVivo 12 software. Several child nodes are affiliated with market authenticity, which are: region, tradition, uniqueness and consumer self. We also noted the importance of natural ingredients and the trace of the producer's hand in the formulation of authenticity sought by respondents. Recommendations will be proposed for the measurement of market authenticity in our study context.	Multi-Method Research
Adapting to research design changes posed by Covid-19 through unplanned sites of data collection Areej Jamal The current study focuses on the lived experiences of migrants. This research employed a sequential mixed methods design involving quantitative online surveys followed by qualitative narrative interviews. The fieldwork of this study coincided with the global pandemic outbreak requiring the researcher to adapt to the new context. Given the time and financial circumstances, the fieldwork had to continue without pivoting much of the original design except for an observation element which was	Multi-Method Research

intrinsically expected from the fieldwork sites but due to the current social distancing environment it seemed impossible to continue with it. This paper discusses how the changing circumstances led to the exploration of unplanned sites of data collection while ensuring to keep the essence and relevance of the original research questions and the ethical considerations. Being stuck in the lockdown away from the fieldwork site and responding to the personal constraints, led the researcher to explore an unobtrusive observation of online content as a source of migrants' narratives shared through social platforms and forums. The narrator driven stories brought to surface some timely and relevant insights which further helped in designing the subsequent phases of quantitative survey and qualitative interviews.	
Employee Voice in Conflict Resolution: A study of three Higher Education Institutions in Ghana Nancy Sam-Tagoe Adjadogo Employee Voice in Conflict Resolution: A study of three Higher Education Institutions (HEIs) in Ghana Nancy Sam-Tagoe Adjadogo School of Public Service and Governance Ghana Institute of Management and Public Administration (GIMPA) Conflict between employees of public higher education institutions and the employer, is frequent in Ghana. These conflicts result from disagreements between the parties. A number of these conflicts lead to strikes which have a negative toll on both the employer and employees. Parties hold dialogues to find resolution to the conflicts, however, it is not clear how contributions and ideas (employee voice) shared by the employees help in resolving the conflicts. Although, outside the boundaries of Ghana, literature has revealed the success in adopting employee voice in conflict resolution, literature in Ghana in the areas of employee voice and conflict resolution has omitted that. The current study explored the role employee voice played in conflict resolution in three public HEIs in Ghana. The study employed interpretive paradigm and qualitative methodology. Phenomenological case study was also adopted in order to allow employees who have participated in conflict resolution dialogues to share their experiences. Data was collected from 28 employee leaders of the institutions who were purposefully sampled. Data was collected through the use of in-person and telephone interviews, observations and document review. Interviews were done with the aid of a recorder and interview protocol that had semi structured questions. Analysis of the data was done with the aid of NVivo Windows Pro-12 software to obtain nodes. Interpretation was done by employing Gadamer (1981) and Hiedegger's (1962) fusion of horizon, dialogue of questions and answers and hermeneutic circle. Initial plan of organising focus group was shattered due to COVID-19.	Multi-Method Research
Promoting the Discovery Process in Qualitative and Mixed Method Research with Visual Displays Elizabeth G. Creamer Diagrams, tables, and figures constructed by participants and/or researchers not only serve as a tool to succinctly communicate what was discovered through analysis but also as an analytical tool that generates new insight. The difference between a qualitative use of a visual display	Multi-Method Research

and a mixed method one is that the display engages more than one source of data interactively. This can include multiple sources of qualitative data. A display that integrates data from different sources can help a researcher visualize links between constructs, envision a causal explanation that is the basis for an interactive social process, or recognize conditions that mediate expected outcomes. This presentation expands ideas about formative uses of visual displays by exploring their use during both data collection and analysis. It makes a distinction between a joint display and an integrated visual display. It explores ideas about the ways that a dynamic visual display like a timeline can be used in mixed methods to enrich the types of data collected and to promote authentic interaction with vulnerable populations. It also illustrates ways that different approaches to cluster analysis afforded by qualitative software can aid in the detection of commonalities and differences between groups. The presentation is intended to help participants not only to learn about strategies to integrate different types of data but also to envision ways that integrative visual displays might be useful in his/her own research.	
Utilizing Multiple Methodological Approaches to Enrich Understandings: Adult Education and the Role Mollie Charter Kathryn Parr Shireena McGee Harini Buch In an effort to increase access to adult education, the Connecticut Office of Early Childhood funded childcare services collocated with adult education programs. To better understand whether and/or how onsite and free childcare services influenced the experiences of parents attending adult education programs, surveys and focus groups were conducted and analyzed utilizing SPSS, R, and NVIVO. Results indicated that parental engagement in adult education influenced the family dynamic as a whole, thus affecting multiple individual systems within the familial system as well (i.e., potential direct outcomes for the child). To analyze familial outcomes in a way that garnered a holistic understanding of how adult education and childcare intersect, researchers first generated quantitative findings from the survey with SPSS. Next, R packages such as tidyverse (e.g., tidyr, dplyr) were used to wrangle focus group data while the Syuzhet package was helpful in accessing functions for text and sentiment analyses. This information, including word associations and frequencies, were used to further drive iterative coding processes in the thematic analyses performed in NVivo. Utilizing three methodological approaches allowed us to generate findings that addressed both the breadth and the depth of this rich topic. For example, themes arose around parental time poverty, intersectional parenthood identity, and conceptions of bidirectional education motivation between parents and their children. Overall, this presentation focuses on how/why an interdisciplinary approach to public policy data analysis can be beneficial, especially when handling data related to complex systems, such as families.	Multi-Method Research
A Research Synthesis of Online Foreign Language Teaching Pedagogy Using QSR Nvivo 12 Ye Han Although online language teaching has dramatically expanded among educators and institutions in the past two decades, unfortunately not much research has been conducted regarding the effectiveness of online	Multi-Method Research

foreign language courses, especially in an empirical setting. In order to fill the gap in the literature, and to guide myself and my fellow language educators in the future for effective online foreign language teaching, the objective of this project is to examine the published empirical studies and their findings. Given the qualitative nature of my proposed research project, I conducted a research synthesis using QSR Nvivo 12 (Pro). A research synthesis is defined as a type of qualitative research method that is not "based primarily on new facts and findings, but on publications containing such primary information, whereby the latter is digested, sifted, classified, simplified, and synthesized". I set my criteria for entering articles into the data set of my project as the following: • Published between January 2018 April 2020 • In peer-reviewed scholarly journals • Treating data first-hand (e.g. applying new or unique analysis) • On the topic of online language leaning (100% online or hybrid/blended) • Published in the English language By using the above listed inclusion criteria, I selected empirical studies using the Endnote X9, a leading bibliography software. This brought my final data set to a more manageable size of less than 34 articles. By using Nvivo 12 in coding the subset of the literature, I identified patters of the best practices for successful online foreign language teaching.	
Building Reputation in Emerging Markets through Corporate Social Responsibility (CSR) Dale Herndon International expansion provides an effective strategy for firms to exploit opportunities and achieve growth. Expansion into emerging markets, in particular, offers prime opportunities for foreign direct investment, sourcing opportunities, and speculative investment. However, they present a unique set of challenges as well. For example, a distinguishing feature of emerging markets is institutional voids, that is, the lack of formal and informal support that facilitates the interaction between buyers and sellers. Thus, new entrants into an emerging market must overcome this void to build trust and establish a reputation with the stakeholders in the market. The research proposed in this study examines whether a firm can demonstrate its competencies and fill the void through its excellence in corporate social responsibility (CSR). By following these initiatives and demonstrating its commitment to them, the firm can build its reputation, buffer itself from the competition, and grow its business while securing its long-term survival. This qualitative study will combine grounded theory methodology using an instrumental case study approach. By analyzing two to four success stories and two to four failed examples supplemented with in-depth interviews and publicly available data, the cases will provide insights into the phenomenon of reputation and CSR. The research will involve an exploratory, multi-case approach using small- to medium-sized firms from developed countries who have entered emerging markets. Ultimately, this paper will contribute a new approach by which firms may overcome such market inefficiencies around institutional voids and instill confidence in the marketplace by following CSR protocol.	Multi-Method Research
Who do Nonprofits Serve? An Exploratory Analysis of Nonprofit Mission Statements	Multi-Method Research

Sarah Willey Matthew Aplin-Houtz Nonprofit organizations exist and function to fill the gap between industry and government, meeting societal needs. Despite the objective of this third sector being to provide improvement for segments of the population or the community as a whole, many nonprofits do not explicitly convey language directly about the very beneficiaries they exist to serve within their communications. Our research examines the most basic communication a nonprofit organization crafts, its mission statement. Using NVivo for analysis, we examine the extent to which our sample of a nonprofit organization serving the homeless population in the United States (N=200) focuses its mission statement on the target beneficiaries through qualitative content analysis and rudimentary text mining. After assigning mathematical values to the percentage of beneficiary focused language within the mission statements, we then conduct an exploratory factor analysis using R to explain how these varying percentages of beneficiary focus (as the independent variable) correlate with organizational outcomes captured on IRS Form 990s, including net fundraising, overhead ratio, number of volunteers, and the ratio of volunteers to staff. Through the use of this mixed-method analysis and its observed results, we provide propositions and proposed models for future research to explore.	
Condoms and Sexual Health Practices, Knowledge, Attitudes, & Beliefs:Cal Poly S.Luis Obispo Students Joni Roberts Condoms and Sexual Health Practices, Knowledge, Attitudes, and Beliefs of Cal Poly San Luis Obispo Students Authors: Bella Mualem1, Autumn Becker1, Arie To1, Madelin Skinner2 & Joni Roberts1 Affiliation: 1 Kinesiology & Public Health, California Polytechnic State University 2 Nutrition, California Polytechnic State University Sexual exploration is a common occurrence on college campuses, with around 60% of students reporting being sexually active. According to the CDC, 15-24-year-olds have the highest rates of STIs. While there is information on condom and contraceptive usage for college students, limited data exists on the usage and beliefs surrounding condoms and sexual health practices among Cal Poly students. This multi-method study utilized both surveys and focus group discussions to assess condom use, knowledge, and sexual health practices among Cal Poly students. Analysis was completed using SPSS for frequency and multinomial logistic regressions and NVIVO for the qualitative data. 580 participants completed the survey; 65% identified as female, 28% as male, and 1.3% non-binary and other. Of these participants, 69% are sexually active, almost 10% higher than previously recorded data. 73% of participants have used an external/ male condom at some time. 92% of participants have never used an internal condom. Most participants had between 1 and 5 partners in the past year. Almost 40% of participants reported using alcohol/drugs before/during sex 1-3 times a month. A total of 64 participants attended the focus groups. Primary themes included gender-based differences with condom usage with a sub-theme of partners asking about birth control instead of condoms, "cleanliness" a	Multi-Method Research

recurring theme was used to describe the presence or absence of STIs, trust, effectiveness related to condoms, and different brands. Finally, condoms are only being used for vaginal sex. The results are alarming given the pandemic period during which the study occurred.	
Nonprofit Messaging on TikTok: Examining conditions under which strategy aligns with content output Chelsea DeMasters Katherine Morgan Nonprofit Social Media Messaging on TikTok: Examining conditions under which strategy aligns with content output Kimberly Wiley, Family, Youth, and Community Sciences, University of Florida Chelsea DeMasters, Family, Youth, and Community Sciences, University of Florida Katherine Morgan, Family, Youth, and Community Sciences, University of Florida Micayla Richardson, Family, Youth, and Community Sciences, University of Florida Nonprofit social media (SM) strategy often fails to align with SM output due to lack of planning, resources, and knowledge of SM platforms. Efforts on new SM platforms can be wasted if the tools of the space are not quickly mastered. We can learn from early adopters of microvlogging (e.g. TikTok, Snapchat, and Instagram) to better understand the behavioral differences from other platforms. We ask two questions: (1) How are nonprofits incorporating microvlogs into their SM strategy? (2) Under what conditions does nonprofit SM strategy align with output? We document SM behavior on TikTok and then interview SM coordinators about their intended strategy. We use a mix-method approach to empirically determine if and when strategy and output align. As part of a larger study, we built a purposeful sample of 65 nonprofit TikTok accounts and qualitatively coded 1160 microvlogs. In this study, we conducted 30-minute, semi-structured interviews with 37 SM coordinators from the larger sample. We inquired about their intended SM strategy and compared their responses with 20 coded microvlogs from their accounts. Interviews were conducted, transcribed, coded, and analyzed by a four-person research team. NVivo was used for memoing of TikTok accounts and content analysis of the interview data. Our shared codebook includes a SM framework from nonprofit scholarship, which categorizes SM behavior into three strategies: information sharing, community building, and driving action (Lovejoy & Saxton, 2012). We used coding comparisons to ensure interrater reliability, matrix queries for theory-checking, and member-checking to ensure internal credibility (Onwuegbuzie & Leech, 2007).	Multi-Method Research
When "Other" is Anything But: Using Qualitative Questions on Mainly Quantitative Surveys Mollie Charter Kathryn Parr Shireena McGee Harini Buch To better understand the experiences of families with young children during the COVID-19 pandemic, a survey was sent to parents (n=3,917) across a Northeastern state. This primarily quantitative survey included questions that allowed participants to express their thoughts and/or experiences with childcare at the	Multi-Method Research

height of the pandemic in their own words. While it has been suggested that open-ended questions on surveys can contribute to survey fatigue or cause participant to skip questions, respondents in this survey made extensive use of the open-ended questions. For example, several of the open-ended questions garnered hundreds of responses, including a write-in response option about childcare (n=955) and a question about "anything else" they'd like to share at the end of the survey (n= 820). Utilizing NVIVO, thematic analyses from open-ended questions revealed "balancing work and childcare," "parental well-being," and "concerns about safety" during the pandemic as common themes, while quantitative findings gave important information about childcare, employment, and distance learning. Moreover, NVIVO allowed for cross-sectional analyses of qualitative responses by other survey responses. For example, we found that lower-income parents were more likely to reflect positive attitudes toward distance learning for their school-age children than higher-income families, but self-reported more challenges with technology access and computer literacy skills. This presentation explores how using qualitative response choices is vital for allowing respondents full expression, especially when researching a novel topic like a worldwide pandemic. This presentation will also focus on the thematic and quantitative findings related to the experience of families during the pandemic.	
Using Multiple Remote Qual Research Methods to Explore Women's Political Underrepresentation in Ghan Belinda Glover Using Multiple Qualitative Research Methods Remotely to Explore Women's Political Underrepresentation in Ghana Belinda Glover RMIT University Previous studies conducted on women's political underrepresentation have used qualitative multiple research methods (triangulation) in the physical space in Ghana. However, fast forward into 2021 it will be necessary to explore the use of multiple qualitative research methods remotely to gain new insights into the use of qualitative triangulation research methods remotely. This study, therefore, sought to employ multiple methods such as online interviews, content analysis, online participant observation, and document reviews including digital ethnography approach to explore women's political representation in Ghana. Online interviews were conducted remotely in overseas Ghana for twelve (12) female candidates who participated in the 2020 parliamentary elections as well as twenty-one (21) key stakeholders who have insight into women's political underrepresentation in Ghana. Also, two hundred and fifty (250) news stories were collected on women candidates who participated in the 2020 elections through live Facebook online radio and television, YouTube, and online news articles. All the data collected was analysed using NVIVO software. The use of the Triangulation Qualitative Research approach remotely concerning online interviews revealed that time and cost were saved. It also provided insights and new knowledge into how the multiple qualitative research methods were used to understand women's political underrepresentation in Ghana which is limited in the literature. Arguably, in doing so the study highlighted some strengths and limitations of using the multiple qualitative research methods in overseas Ghana. Likewise, it also contributed to the ongoing discussions on the use of multiple qualitative research methods.	Multi-Method Research
Zooming with Zoomers: Understanding Next Gen Singaporeans (Gen Z) In Their Natural Habitat	Multi-Method Research

Nadia Olisa Rita Heng Gen Zers are displaying attributes that are quite different from their predecessors, the Millennials. Unlike Millennials, Gen Zers are entering adulthood during a global pandemic, in addition to receiving increasing attention in recent years. By 2025, Gen Zers will make up a quarter of the Asia Pacific region's population. Given limited physical access to participants as a result of the pandemic, the study explored a digital ethnographical approach by reaching out to Singaporean Gen Z digital natives "in situ" through a series of online qualitative methodologies. Employing the use of mobile diaries, 'netnography' and online immersions, this study takes a deep dive into the online behaviours, sentiments towards social media, and the role it plays in the lives of Zoomers. In an effort to understand the distinctive ways that Singaporean Gen Zers or Zoomers think and feel, this study investigates three key areas: i) actual online behaviours versus reported behaviours of young Singaporeans aged 18 to 24 years in terms of their attitudes towards and their interactions on social media, ii) harnessing the power of spontaneous and organic user generated content, and iii) unlocking insights during a (semi)lockdown by taking a purely digital approach with participants. Overall, this study examines the opportunities and challenges with conducting research with young Singaporeans online in an environment that is second nature to them.	
Mixed Me-search Methods: Combining Auto-Biography, Auto-Netnography, and Auto-Ethnography Sureshkumar Pasupula Sekar In this paper, I discuss how and why I combine three self-reflexive methods—Auto-Biography, Auto-Netnography and Auto-Ethnography—to uncover my biases, to situate my position in the insider-outsider spectrum, and to investigate interculturality in audience research. I am studying the experience of the audience attending Film-with-Live-Orchestra (FLO) concerts in which the audience watch a symphony orchestra perform the score live to the projection of a film. Why do I, who come from a family of handloom weavers, from a modest mofussil town in South India, who has no formal training in music, who had seen only two Hollywood films by the age of 18 and not seen any live orchestral performance until the age of 24, care about symphonic film music and behaviours of concert-going audiences in the UK? What are my motivations, cultural assumptions, and biases? To answer these questions, I analyse my musical influences in three different phases of my life: At-Home, Away-from-Home, Far-Away-from-Home. I use constructing a narrative from memory (autobiography) as a method of both knowing and disseminating the truth about my musical influences while growing up 'at-home' in the town I was born. I use an auto-netnographic method—thematic analysis of over 500000 words of scrappy notes on music I have posted on social media—to study my experiences since I moved 'away-from-home' to bigger metropolitan cities. Finally, I write an autoethnographic account from the field notes I made about my experience and audience's behaviours during each FLO concert I attended 'far-away-from-home' in London.	Multi-Method Research

Multidisciplinary methodologies for analysing the activity of kid-influencers Cristina Pérez-Ordóñez José Patricio Pérez-Rufí Miguel de Aguilera-Moyano Cristina Pérez-Ordóñez1 José Patricio Pérez-Rufí1 Miguel de Aguilera-Moyano1 1Audiovisual Communication and Advertising Department University of Málaga This research aims to propose a multidisciplinary approach from the social sciences and communication sciences for studying the phenomenon of minor influencers in the digital ecosystem. The exploratory nature of the object of study invites to combine different methodological approaches, in every case qualitative. The study takes a sample of kidinfluencers in Spain, aiming to understand and measure this phenomenon, as well as its cultural, social and economic elements, its motivations, referents, routines and strategies. For this, we examine this activity from the sociology of professions approach, which is combined with digital ethnography, as a methodology that involves direct contact with the agents directly linked to their activities and their consequences. Influencers' research as media subjects leads to the confluence of cultural studies with other perspectives that deal with technological issues and media usability, with the Walkthrough method being useful here, oriented towards the knowledge of the learning that users carry out in relation to the software. Technology and its use widen narrative universe and models of story transmission; this research also attends to the narratological focus of researched cultural production. The audiovisual and cultural production of children influencers will also be examined through visual analysis, considering visual semiotic variables and the different meanings of the images. Finally, the methodological design is completed with a sentiment analysis based on the machine based learning model.	Multi-Method Research
Using Thematic Analysis to Better Understand the Customer Experience of Social Housing in England Eve Blezard Purpose: This paper appraises the adoption of NVivo and thematic analysis to review qualitative customer voice data. This approach aims to provide actionable insight to inform continuous improvement; in relation the customer experience of social housing. Methods: A case study to summarise the newly adopted approach for analysing customer satisfaction data in a Social Housing Provider. The approach utilises NVivo to deliver a three stage evaluation. The analysis begins with a two-stage coding process (In-Vivo and Pattern Coding) followed by a final Thematic Analysis. This is combined with quantative satisfaction data to create customer insight reports. Results: As part of a new approach, in relation to their Customer Insight service, Progress Housing Group introduced qualitative analysis of 'customer voice' data. NVivo was adopted to enable thematic analysis of qualitative customer feedback data. This paper will present a case study of this approach for the Groups Repairs and Maintenance transactional survey, which is one of 18 transactional customer surveys also undertaken by the business. The newly introduced thematic approach has enabled the Group to improve	Inspire Us

its understanding of the repairs Customer Experience and to provide more in-depth context to customer satisfaction results. This in turn has been translated into actionable insight and service improvement. Implications: This paper highlights the importance of utilising recognised qualitative analytical techniques and software to better understand the 'customer voice' with in Social Housing.	
Journal to Transcend Boundaries Janet Salmons Nicole Brown Janet Salmons, PhD Methods Guru, MethodSpace SAGE Publishing Nicole Brown PhD Lecturer in Education Department of Culture, Communication and Media University College of London, Institute of Education Where can you transcend boundaries between disciplinary fields and the arts, between academic and personal writing, between written and creative expressions? In your research journal! Research journals serve multiple purposes: to develop qualitative research skills, to support your research journey, and for self-care and respite from stressful aspects of this journey. Whether you log into an app or open a paper notebook, research journals are a place for memos and notes, reflective and reflexive activities, and/or drawing, painting, or collage. Nicole Brown, author of Making the Most of Your Research Journal (2021) and Janet Salmons, author of "Journaling Right and Left" (2022) will discuss insights gained from their own journaling experiences and with teaching or coaching other researchers to journal. Sharing examples from her own practice, Dr. Brown will highlight that research journaling takes no distinct form or format and that we need to let go of our own expectations of what journals and journal entries look like. Dr. Salmons will share her art journals and explain how her creative process informs her research and academic writing practice. They will offer practical tips about when and how to record entries and on what to do with journal entries and offer a handout with ideas and prompts for getting started.	Inspire Us
The YouTube Scholar (But In a Good Way!) Marliese Thomas When my research interests differed from my work focus, I had two choices: ignore it besides falling down the occasional Google rabbit hole, or pursue it independently. I chose the latter. My particular interest, dress history and the decorative arts, has a strong visual/creative component, leaving it often on the borderlands between discipline and hobby. However, that active visual aspect is what led me to YouTube as a form of informal communications. And I stress the informal, as my content is as much documenting practice as research. However, now that I am in a position where this same subject of research is now incorporated into my routine work, I reflect on the many wonderful lessons from being an accidental public scholar: -The most important takeaway is not being afraid to fail in public. You often learn more from figuring your way out of a problem than things going as expected. -Focus more about what will help you answer your question and not so much about what discipline's toolbox you're using. Consider everything AND the kitchen sink. Sometimes literally. -Don't underestimate the value of having fun. -The technology can have a steep learning curve. But once you learn it, you	Inspire Us

might find other opportunities in your work to leverage these new skills. -It's great training in how to state your complex topic in a very understandable way.	
Life-changing moments in qualitative research: A transdisciplinary travel anthology Anna CohenMiller Anna CohenMiller Nazarbayev University, Graduate School of Education In this presentation, I discuss life-changing moments of qualitative research through the lens of a travel anthology. Using an interdisciplinary and decolonial research lens, I gathered stories from an international set of novice to senior researchers. The travel anthology demonstrates the powerful ways in which awareness and vulnerability can work together to make us more socially-just researchers. A sample excerpt is included below: Driving along highways to narrow gravel roads, I wonder when we will arrive. I sit in the backseat with our research assistant who provides an insider view of the culture and languages. of the country. As it started to rain, our taxi bumped along the road inching forward around standing water and rocks. I can feel my heart rate speed up as we pull up in front of the local school where we will conduct our interviews and focus groups. Navigating the muddy path to the front of the school, a woman appears in the entrance. She wears an apron, hair net and slippers and looks down sternly at my mud strewn boots. I felt awkward and unsure and wondered, "what do I do now?"	Inspire Us
Systematic Visuo-Textual Analysis: a framework for analysing visual and textual data Nicole Brown Over the past decades qualitative research has seen a linguistic and narrative turn (Atkinson, 1997), a participatory turn (Cornwall and Jewkes, 1995), a reflexive turn (Foley, 2002), a creative turn (Kara, 2015) and an emphasis on the sensory and embodied (Pink, 2015). Researchers now often combine some form of interviewing with the production of photographs, artefacts, collages, maps or drawings and the like. In practice, the artefacts produced are used to eliciting experiences and stimulating conversations for the interviews. The artefacts are a way into the conversation rather than data in themselves (Brown, 2019, 1). This may be due to differences in philosophical outlook on what is and should be data, but also due to the lack of theoretical constructs, frameworks and guides for how to deal with the artefact as data in a systematic analytical process. In my contribution, I present the Systematic Visuo-Textual Analysis, a framework developed to provide much-needed support for qualitative researchers in analysing artefacts in combination with interviews. Drawing on existing frameworks for visual and textual analysis the focus of this framework is to analyse visual and textual datasets separately and in conjunction with one another through several levels of interpretation from noticing descriptive elements and focussing on specific linguistic and artistic elements through to developing conceptual themes. Drawing on examples from research, I will demonstrate the practical application of the Systematic Visuo-Textual Analysis before concluding the presentation with a critical	Inspire Us

reflection on benefits and challenges relating to this particular framework.	
PLEASE HOLD (music album): Data Poetry & Spoken Word Performance for Data Analysis & Communication Simone Eringfeld PLEASE HOLD (music album): Data Poetry and Spoken Word Performance as new Methods for Data Analysis and Research Communication The Covid-19 pandemic has caused large-scale disruptions to the Higher Education sector. The resulting crisis has given rise to existential questions around the future of the university after Covid-19. In this paper, I share how I designed a new sonic methodology based on podcasting, data poetry and spoken word music to investigate hopes and fears for the future of the 'post -coronial university' as held and felt by students and academics at the University of Cambridge. My podcast Cambridge Quaranchats forms part of the methodology of this project: podcast conversations were used in private research interviews to sonically elicit further reflections on reimagining horizons of the possible for the post-coronial University. The resulting data was used to create a series of data poems to let the data 'speak' and reimagine – itself. In addition, I wrote music arrangements for the data poems and recorded them as spoken word performances. I published these in the form of a spoken word music album titled PLEASE HOLD, a one-of-a-kind music album which consists entirely out of research data. The album forms part of my aim to create more space within the post-coronial university for creative, multi-media, embodying, sensory and sound- based practices when it comes to producing and communicating knowledge. As such, this work represents a new form of sonically informed research methods and communication formats, from podcasting (data collection) to spoken word poetry (data analysis) and the music album itself (research communication).	Inspire Us
Transcending Boundaries Through Realism in Qualitative Data Analytics Huayi Huang Author/Contributor: Huayi Huang Affiliation: Research Fellow, Usher Institute, University of Edinburgh, UK In a world in which it pays to be realistic, realist theories of knowledge are attracting keen interest as a tool for thinking across the sciences. Hundreds of academic 'realist' reviews have emerged in recent years, with ideas from Critical/Scientific Realism beginning to redefine 'academic working realities', in transcending individual differences in what it means to know across the sciences. As a qualitative academic with computer sciences training, I'm keen to further develop this Critical/Scientific Realism lens for qualitative data analytics purposes. NVivo is of course a leader and pioneer in such technologies, e.g. in its historical incorporation of Ritchie and Spencer's FrameWork into its Framework Matrices feature. Current qualitative data analytics tools tend to support the review, analysis, and extraction of knowledge from semi-structured and unstructured data. But like all computing tools, increased standardisation of the multivocal meanings associated with the origins of an idea, raises possibilities for converting the idea into a software feature with a wide	Inspire Us

range of use cases and application scenarios. For example, historical developments in coming to a consensus on the idea of a mathematical variable, leading to the wide range of quantitative data analytics tools currently. The topic of qualitative data analytics however, is the one I hope to share views on with colleagues, to discuss how 'ontology-led' ideas from Critical/Scientific Realism could open up a new avenue for cross-disciplinary data analytics functionalities.	
Two Complementary Strategies for Using NVivo in Narrative Research Brian Alleyne Whilst it is accepted that qualitative data analysis software is useful for doing narrative research, the term narrative itself has myriad meanings across the social sciences, which can make it difficult to design and implement narrative research projects. This paper addresses this difficulty by specifying narrative research from a sociological perspective before going on to show what NVivo offers to such narrative research. The paper opens with an overview of how NVivo can help to realise two approaches to narrative research in the social sciences: analysis of narrative where we code and classify text segments and whole texts; and narrative analysis, where we construct a narrative report from various source materials. The paper then presents a case study where NVivo was used to implement these two approaches: first, to perform a thematic analysis of a series of speculative fiction texts by authors from the global South (analysis of narrative); and second, to assemble source texts to construct the story arc of a history of computing in Cuba (narrative analysis).	Innovative Ways of Using NVivo
A Missing Piece of the Jigsaw? Using NVivo as an Integral Part of a Scoping Review of the Literature Susan Watson This paper outlines the novel use of NVivo in an interdisciplinary scoping review undertaken into the online abuse of women. The review forms part of a wider mixed methods study investigating the impact of online abuse on gender-based violence. The review assesses the literature published in this area between 2000 and 2020, in order to discover how the existing literature defines online abuse, and the recommendations proposed to ameliorate it. Crucially, the scoping review employed NVivo to analyse the content of the studies that met the criteria. Using NVivo in this way uncovered patterns and linkages across the corpus. The results of the scoping review formed part of the wider thematic analysis of the project, drawing on the Braun and Clarke (2006) model. Utilizing NVivo across all areas of the study enabled the structured investigation of data drawn from three diverse research methods: semi-structured interviews; the detailed scrutiny of three 'Twitter storms'; and the scoping review of recent literature. Analysing all three of these data sources using NVivo has allowed themes to be identified that may otherwise have been overlooked. It also provides a synergy to the study that unites the three diverse methods, whilst also providing a robust analytical framework, underpinned by a recognized model in Braun and Clarke (2006). Using NVivo as a key element in the scoping review	Innovative Ways of Using NVivo

process, and then applying its analytical benefits to the different forms of data, is both novel and innovative, and is worthy of wider dissemination.	
On Coding with Care: An Auto-ethnographical Narrative on Research Design and NVivo Salma Essam El Refaei Having recently 'officially' completed my NVivo (technical) training, while writing my dissertation proposal, I was hoping that I can cross it off my checklist. However, with every session, I encountered myriad questions that called my research design and choice of coding approaches into question. That was not my expectation. I came into the training hoping to learn how to phrase my interview questions, how to code my interviews, and how to present them. While the training covered this, thanks to wonderful presenters, it revealed gaps into how I was approaching research design, at large, and coding, in particular. While not purposely overlooked, these gaps require further investigation, especially when located in the context of social science research with vulnerable communities, and research partners. In this presentation, I will explore some of the questions that I am navigating while re-designing my methodology section. How to code contradictory accounts? How to code silences? How to code responsibly and responsively? What does competence in coding entail? How to navigate the incompatibility of the coding approaches with 'difficult knowledge' (Britzman 1998; Das 2018); knowledge conceptualized as "irrational, subjective and particular" (Van Milders and Toros 2020, p. 118). I propose that a turn to coding with care is one of the ways we can navigate these tensions through. In this presentation, I explore some of the questions, pathways and tensions in a thriving conversation in qualitative research literature on designing research that is ethical, careful and accountable.	Innovative Ways of Using NVivo
Analyzing Teachers' Transforming Beliefs and Practices via VoiceThread, Video, and Course-Based Data Wayne Wright Trish Morita-Mullaney Haiyan Li Woongsik Choi In this paper we describe our innovative use of NVivo for Teams for a longitudinal study of 7 bilingual education elementary school teachers participating in a federally-funded professional development program. We focused on the transformation of teachers' beliefs and practices related to translanguaging pedagogy, that is, teaching and learning that enables students to draw on their full linguistic repertoire rather than insist on the strict separation of students' languages during instruction. The teachers took asynchronous online university courses where they completed key assignments, engaged in traditional and audio-based (VoiceThread) discussions, and received instructional coaching across two school years. We video recorded teacher's classroom instruction at various points across the two school years. Thus, a wide variety of data collected for this study include the following: Coursework from two bilingual education courses including (a) 5 assignments, (b) 23 discussion boards, (c) transcriptions of teachers' audio comments on 36	Innovative Ways of Using NVivo

VoiceThread discussions; Coaching data including (d) transcriptions of 34 coaching interviews, (e) 42 coach-teacher reflections, and (f) 6 coach reflections; and (g) over 25 hours of video recordings (and corresponding audio recordings) from the final classroom observations. We describe the affordances of a variety of digital tools we used to collect and organize the data, and highlight our use of a range of NVivo tools and features to analyze these different types of data, and the stages of analysis that enabled us to trace the teachers' transformations over time.	
Wrestling with Right-to-Left Scripts: Practical Workarounds for Using NVivo with Arabic, Hebrew etc. Laura Lagendyk Steve Wright Wrestling with Right-to-Left Scripts: Practical Workarounds for Using NVivo with Arabic, Hebrew, Urdu and Farsi (or other right-to-left scripts) NVivo is an excellent tool for most qualitative data analysis projects; however, one challenge researchers and trainers sometimes encounter is working with right to left (RTL) script languages (e.g., Arabic, Hebrew, Urdu) in NVivo. NVivo does not seamlessly accommodate data or other files that are in RTL scripts. For example, while RTL scripts can be read on screen and coded, text selection is reversed and the results of queries are displayed reversed and thus rendered illegible. For researchers and teams working with RTL text this presents significant challenges. This session explores practical steps to approach the RTL script challenge based on the experiences of supporting projects in Arabic by the NVivo Certified Trainers: LEL, SW. Initially we will share examples to describe some of the challenges of working with RTL files in NVivo. We then share tips and suggestions to meet the challenges, using NVivo examples that researchers, teams and other trainers may consider for their projects with RTL scripts. Suggestions on ways to address related methodological issues (e.g., translation) using NVivo components are also shared. By adopting these practical steps and embedding them within rigorous analysis processes teams and individuals can be enabled to work effectively using NVivo with RTL scripts (In discussion, online chat) answer questions and elicit other ideas from teams who have worked with Arabic or other RTL script	Innovative Ways of Using NVivo
Designing Integrated IT Ecosystems for Mixed-Methods Research across Multiple Collaborative Project Leonardo Nogueira de Moraes Researchers have many variables to consider when designing and implementing research projects - these include financial, methodological, ethical, workforce, spatial and time constraints. The embedding of Information Technology in research processes can help circumvent some of these constraints. However, if not used selectively, software and IT infrastructure can also translate as new constraints based on what they can and cannot do - when research workflows are designed around the capabilities of specific software rather than in response to research needs, research projects can fall short in delivering outputs of significance. This paper reflects on the experience of designing and implementing an Integrated Information Technology Ecosystem for	Innovative Ways of Using NVivo

mixed-methods research across multiple collaborative projects over the period of 2017-2021 and its adaptation to the COVID-19 pandemic. In terms of software, it will report on the use of NVivo Collaboration Server in integration with NVivo Desktop, Evernote, Endnote, Citavi, Adobe Lightroom, NVivo Transcription, Ulysses and Microsoft Word, Access, Excel, Powerpoint and Visio, as well as web-based timeline visualisation tool Timeline JS. In terms of IT infrastructure, it will report on the implementation and utilisation of cloud-based AARNET infrastructure to ensure secure and remote access to collaborative research platforms holding sensitive data in adherence to human research ethics requirements. Findings highlight: the role of researchers as curators of software functionality as part of designing research workflows; and the need for specialist support for decision-making and implementation that translates as feasible and cost-effective workflows that can respond to research needs.	
Applying NVivo for a Qur'anic Exegetical Thematic Analysis Method in Exploring Sadness Nur Afifah Abas The Qur'anic Exegetical Thematic Analysis Method is a very well-known research method within the Qur'anic Sciences under Islamic Studies. It is a very classical method in Islam that evolves together with the sciences of Islamic Jurisprudence. It shares some similarities with the Thematic Analysis applied in the Social Sciences in general. Only the unit of analysis is any topic of interest referring to the Holy Qur'an as the primary reference in Muslims' all walks of life, which unit of observation is from the Qur'anic verses or chapters or selected issues/topic originated from it depends on the researcher's choice in answering his/her research question(s). The main textbooks are written in the Arabic language though and seemed not yet celebrating warm acceptance and accreditation in the Social Sciences. Probably due to it is religiously affiliated to Islam due to Xenophobia (like Islamophobia that is overgeneralized to every realm of life) to get similar recognition. Also, the discordance with the mainstream post-positivistic colonially Western-influenced methodology in the fields, which is slowly giving in into the post-colonial subaltern pluralistic freedom demand. Likewise, we are also giving in by improving our method via using NVivo as a Qualitative Data Analysis software in systematically fusing it in exploring the interpretation of sadness in the Holy Qur'an in Islamically re-answering Jerome C., Wakefield and team's simple research question of: "Why we are sad?" in "Sadness or Depression?" in response to Horwitz and Wakefield's book titled: "The Loss of Sadness: How Psychiatry Transformed Normal Sorrow into Depressive Disorder".	Innovative Ways of Using NVivo
Moral Embeddedness of Migrant Labor Market In Indonesia: Study of China's Migrant Workers Alhamudin Sitorus This paper focuses on the moral embeddedness of China's labour transaction in the Indonesian labour market. Beckert's (2005) moral embeddedness of markets concept and Beckert's (2010) are used to see the reciprocal influence of institution, networks, and cognitive framework in the dynamic of moral embeddedness. Unlike Nguyen	Innovative Ways of Using NVivo

(2019), Kosaikanont (2019), La-Orngplew (2019) previous research concerning the condition of China's migrant workers in South-East Asia countries, this study specifically focuses on the process of labour market transaction, especially China's migrant workers. This study contributes to Methodological novelties through a digital approach of the qualitative data collection process, including online interviews, Twitter data, online news media, labour regulations, and processed using NVivo software. We visualized the data using Gephi software. Textual Network Analysis (TNA) and Social Network Analysis are used to analyze the moral embeddedness of labour market transactions of China's migrant workers. This research illustrates the empirical evidence of the moral embeddedness of labour market transactions, especially China's migrant workers in Indonesia. This study also provides the dynamics in moral embeddedness of the market using the reciprocal influence of institutions, networks, and the cognitive framework of the market.	
Analyzing Social Media Data in NVivo: Hostile Foreign Interference & Fake Information in US Politics Karmvir Padda Gathering and Analyzing Social Media Data with NVivo: Hostile Foreign Interference and Fake Information in U.S. Politics Mis-disinformation has become a powerful and disruptive force in the social media environment, with serious consequences for democracy. As a result, news organizations and tech companies have taken measures to reduce or eliminate the propagation and dissemination of fake information. The current study analyzes data from Facebook and Twitter from two major events that occurred in U.S. politics: the 2016 U.S. presidential election and the 2019/2020 impeachment inquiry and trial of Donald Trump. The later data was gathered using NCapture. Textual content was analyzed in NVivo and multiple themes emerged that shed new light on the tactics employed by hostile foreign actors to micro-target and influence social media users.	Innovative Ways of Using NVivo
Dissonance Reduction and Continued Use of Mobile Apps: A Thematic Analysis Kavita Sharma Shveta Kalra Apple's iTunes App Store is home to over 1.5 million apps and Google Play hosts over 2 million, but the number of apps that actually get installed and used on consumers' devices is still quite small. People only interacted with a small handful of third-party apps on a regular basis, and now, according to a new study on mobile app usage, about one in four mobile users only use an app once. A study by Wilmer et al. (2017) report that mobile technologies can augment human cognition. But, habitual involvement with these devices may have a negative and lasting impact on users' ability to think, remember, pay attention and regulate emotion to an extent that a person may feel mental discomfort. Mental discomfort is a state of cognitive dissonance where a person holds conflicting beliefs, values or attitudes towards one's act and it can be distressing. Whenever dissonance is aroused, the fun begins in figuring out the best way to reduce it (Cooper, 2007). Based on 29 qualitative interviews, the present study seeks to examine the strategies that people	Innovative Ways of Using NVivo

generally employ to reduce cognitive dissonance while using mobile apps. The paper also discusses the dissonance emotions that people transmit for the mobile apps which are installed but not in use. The present paper explores the role of self-efficacy in continuance use intention while experiencing cognitive dissonance in case of mobile apps. Using NVivo analysis results based on interview responses, the study finds three different dissonance reduction strategies employed by sample respondents. Also, these strategies differ across respondents. Young people tend to search for more information while elder ones change their attitude towards the app. Keywords: Cognitive dissonance, Dissonance reduction, mobile apps.	
Cohesion in Shakespearean Sonnets and Sarojini Naidu's Fifty poems Jayashree Premkumar Shet Dr.Jayashree Premkumar Shet Assistant Professor, Department of English Language & Translation, College of Science and Arts, An Nabhanya Qassim University, Saudi Arabia ORCID iD: https://orcid.org/0000-0001-6943-9706 E-mail: jayashreeprem@gmail.com The aim of this study is to investigate cohesive devices in 50 poems of the pioneer poetess of Indo Anglian Literature, Sarojini Naidu and 154 sonnets of the Bard of Avon, Shakespeare based on Halliday and Hasan's theory. (1976) The present paper identified the lexical and grammatical cohesive devices: references substitutions, ellipsis, conjunctions and lexical cohesion that are used in these two collections of poems. With NVivo Word Frequency Results the massive and gargantuan data as well as percentage of each cohesive items were obtained. The research also probes at conducting a contrastive linguistic analysis between these two collection of poems to seek the similarities and differences in the use of grammatical and lexical cohesive devices. NVivo Word Cloud helped find the topmost words in both the collections. The present study attempts to find out the frequency and distribution of the occurrences of the cohesive devices in both the texts. The descriptive qualitative method could arrive at its findings:1) Like earlier studies this study also found References topping the list of cohesive devices in both: 19.34% in Sarojini's 50 poems and 21.22% in Shakespearean Sonnets. 2) More than 50% of Naidu's Lexicon are found in Shakespeare's sonnets. 3) In both the collections Substitution was the least occurred Grammatical device, 0.05% and 0.19% in Sarojini's and Shakespearean poems respectively. A comparison of this kind would inspire researches of massive numbers with NVivo magic software in Linguistics Keywords: Cohesion, Comparison, Shakespearean sonnets, Sarojini Naidu's poems	Innovative Ways of Using NVivo
A Critical Discourse Problematization Approach for Policy Analysis Jennifer Van Aswegen A critical discourse problematization framework for (disability) policy analysis: "good cop/bad cop" strategy was awarded 'Outstanding Paper' in Emerald Publishing Literati Awards last year. https://www.emeraldgrouppublishing.com/journal/qrj/literati-awards/qualitative-research-journal-literati-award-winners-2020 The Critical Discourse Problematisation Framework is an innovative	Innovating New Methods

analytical approach to the study of policy, built on a robust evidence base from the field of qualitative research methodologies. Innovation in qualitative research has increasingly been regarded as a valuable and necessary aspect of maintaining the sustainability of social science within global knowledge economies. Moreover, it is regarded as a matter of survival in terms of the capacity of future academic endeavors to (re)produce this knowledge (Taylor and Coffey, 2008). As we inhabit a world characterized by new textual formations and technologies, emerging discourses and new forms of identity, contemporary policy researchers must look to "new, hybrid blends of analytic techniques and social theories" (Luke, 2002, p. 98). However, innovation in this sense is not necessarily limited to the creation of new methods, but can equally be applied to the adaption and hybridization of established research methods in the construction of new designs, concepts and approaches (Taylor and Coffey, 2008); in other words, "selecting good ideas and exploiting their potential" (Taylor and Coffey, 2009, p. 526). Following Taylor and Coffey's proposal, the proposed heuristic toolkit in this paper is constructed through a combination of Hyatt's (2013b) critical higher education policy discourse analysis (CHEPDA) framework and Bacchi's (2009) what's the problem represented to be (WPR) approach. It is proposed to present a distillation of the findings from this paper at the QRS Conference	
Telephonic Interviews as a Qualitative Data Collection Method During COVID-19 Manono Luthuli Telephonic Interviews as a Qualitative Data Collection Method During COVID-19: Experiences from the Isisekelo Sempilo Trial Process Evaluation in Rural South Africa Authors: Manono Luthuli1, Dumsani Gumede1, Dumisile Mthethwa1, Zakhele Xulu1, Phindile Khanyile1, Thembelihle Zuma1, Janet Seeley1,3, Maryam Shahmanesh1,2, Oluwafemi Adeagbo1,4,5 Affiliations: 1. Africa Health Research Institute (AHRI), Mtubatuba, South Africa 2. Institute for Global Health, University College London, UK 3. London School of Hygiene and Tropical Medicine, UK 4. University of South Carolina, Columbia, USA 5. University of Johannesburg, Johannesburg, South Africa Background and methods: Interviews are the most widely used data collection method in qualitative health research. Literature suggests that face-to-face interviews are most ideal as interviewer and interviewee share non-verbal information such as eye-contact and body language. COVID-19 safety regulations meant interviews had to be conducted in a contactless manner, such as telephonic in-depth interviews (TIDI's), however little is known about effective TIDI's in rural settings. We share our experiences of conducting TIDI's (n=33, ages 16 to 45 years) using a centralised and shared call centre at the Africa Health Research Institute where researchers conducted TIDI's at fixed schedules to ensure social distancing. Results: Beforehand, participant and researcher needed to agree to a time and to be in quiet spaces to limit distractions. TIDI's took longer because the researcher needed to confirm the participant's identity and capacity to participate, before undertaking informed consent procedure. Although parental consent was received for those below age	Innovating New Methods

18, some shared phones with their parents, and they were not given privacy during the interview as some parents insisted on listening in on the conversation. Technical difficulties such as sudden call failure due to poor network reception can occur, disrupting the conversation's flow. Despite the challenges, TIDI's produced rich data when good rapport was built, and the participant was in a quiet space with good cell phone reception. Conclusion: The challenges of TIDI's have practical solutions; with proper equipment, training of researchers and good scheduling and planning with participants, TIDI's can be an effective data collection method in qualitative health research even beyond COVID-19. Key words: qualitative interviews, COVID-19, qualitative data collection, telephonic interviews	
Bringing the Research Process Full Circle: A Citavi-NVivo Integration Adrienne Lew Technological advances in recent decades have revolutionized the research workflow across disciplines. Reference managers (e.g., Citavi) allow scholarly literature to be organized, annotated, and synthesized electronically. Offering similar note-taking functionality, computer-assisted qualitative data software (CAQDAS) programs (e.g., NVivo) can be used to extrapolate meaningful themes from primary research data. These digital tools increase the rigor of literature review and data analysis procedures. However, while annotated scholarly sources can be imported into most CAQDAS programs, conceptual work accomplished during a literature review is rarely captured in full by the CAQDAS interface. This partially integrated workflow therefore offers little help with building arguments, interpreting results, or discussing findings. This paper presents a Citavi-NVivo integration that more comprehensively connects these research phases, as demonstrated in the context of a study of the usage of the simple present in an English as a Second Language textbook corpus. To build a research argument, quotations from and comments on the literature are first compiled into knowledge items in Citavi. These knowledge items are imported into NVivo and autocoded, allowing the most typical uses in the literature to be distilled into a coding scheme for the corpus data. Following the researcher's manual coding of the corpus data, NVivo's crosstab query is used to elucidate the simple present's uses exemplified (units of comparison) in the relevant discourse contexts (units of analysis). Finally, the results are interpreted with reference back to the autocoded knowledge items, enabling the validity of the research argument to be theoretically and empirically assessed.	Innovating New Methods
Musical Totem: A Collaborative Arts-Based Methodology Musical Learning Community Comunidad de Aprendizaje Musical Víctor Manuel Rubio Carrillo David Echeverría-Valencia Eliana Sofía Vaca Sebastián López Prado As part of the Action Research Network of the Americas, the Musical Learning Community is a collaborative group, founded during the COVID-19 global pandemic, that has brought together musicians, artists,	Innovating New Methods

and educators to generate shared experiences. As members of this community, we explore new ways for collaborative music-making. Through creative, cultural, and conceptual influences, the idea of the Musical Totem emerged as a collaborative music composition methodology to transcend geographical distancing. We sought interpretative freedom by adopting methods of the surrealist technique Cadavre Exquis (Exquisite Corpse) while relying on the rich concept of totems to find thematic material and set compositional parameters. The process was carried out using arts-based and collaborative autoethnographic research approaches, which provided insights into our creative musical responses and remote collaborative working processes. Data were analyzed through a qualitative coding technique that allowed us to create a shared narrative. For this coding process, we imported the responses into NVivo 12, categorized them by question, and extracted the meaning of each sentence in short phrases in order to capture the most salient characteristics of the text. These codes were then turned into a connected narrative form through a shared interpretation. This endeavor showed us that symbolism can provide compositional and performative challenges and that, as a methodology, the Musical Totem can create freedom and constraints depending on the musician, the conceptual influences, and the instrumentation. We also learned that engaging in a collaborative music-making process led to increased community bonding through shared creative expression.	
Using Multiple NVivo Projects for Data Management In a Single Embedded Case Study Design Matthew Aruch Using Multiple NVivo Projects for Data Management In a Single Embedded Case Study Design Matthew Aruch University of Maryland College Park In this presentation, I discuss challenges and opportunities for utilizing multiple NVivo projects within a single embedded comparative case study design. For my doctoral research, I investigated the history, structure, processes, and outcomes of a transnational multi-stakeholder education partnership for four actor groups (community; NGO; university; and government) between 1991 - 2019. The study drew upon documentary (n=520), observational (nine months ethnographic field work), and interview (n = 181) data. To manage the data, my workload, and better unpack each actor group's partnership trajectory, I organized relevant data into unique NVivo projects. For example, all the documents, interviews, and observations relevant to NGO actors were loaded into an NGO 'project.' The process was repeated for the other groups. All projects used a similar coding framework including the same 'cases' and 'nodes.' For individual projects, codes were generated or combined as necessary. Ultimately, each project became one dissertation chapter. Through this strategy, I was able to manage and zoom in on key themes and ideas for each stakeholder group. In addition, each project created searchable databases and graphics. On the other hand, I was unable to combine all the coded project data into a single database. While there were similar coding structures, many documents or interviews fit within more than one project and were coded or classified differently. For future projects, I	Innovating New Methods

would reduce the scope of the research or be more strategic about coding structure to facilitate easier integration.	
Applying Vicarious Traumatization Framework to Black Americans Exposed to Social Media Police Violen Liaba Khan Applying the Vicarious Traumatization Framework to the Experiences of Black Americans Exposed to Police Violence on Social Media Liaba Khan, Undergraduate Psychology Student Advisor: Kemesha Gabbidon, Ph.D., MPH The University of South Florida, Department of Psychology This study will examine trends in social media content related to police violence and the response of Black Americans to such violence via social media. More specifically, the current study aims to observe and analyze the different attitudes and experiences of Black social media users in response to viewing police violence on Twitter. The current study will conduct a directed qualitative content analysis using an interpretive approach to inquiry. Social media content from Twitter will be used for data collection. Tweets from May 25, 2020, to June 25, 2020, from different Black American users will be gathered and further analyzed using NVivo. This analysis entails interpreting the theoretical framework, vicarious traumatization, and using it to develop thematic categories that reflect mental health outcomes. Corresponding tweets will be grouped into categories that reflect the vicarious trauma framework. Relevant tweets that do not fit into the pre-determined categories will be used to develop new thematic groups. All in all, this study seeks to analyze how well the vicarious trauma framework reflects the experiences of Black Americans who are exposed to police violence on social media.	Innovating New Methods
Conducting Qualitative Multi-level Intervention Social Change Analysis with NVivo Julia Hess Javier E. Astorga Alejandra G. Lemus Janet Duenes Ramirez The COVID-19 pandemic has underscored the social inequalities that immigrants and refugees face as they build new lives in the United States. Multi-level interventions are essential to address disparities. Research that attempts to address these inequalities should attempt to explicate social change processes and how these are experienced by participants. Longitudinal mixed method research has been essential to examining processes of social change. Members of the Immigrant Well-being Project team will discuss methods developed to analyze longitudinal qualitative data (5 interviews with participants over a 14-month span) to explore multi-level change processes—individual, family, community, organizational and sociopolitical—over the course of an intervention that has the goal of increasing immigrant and refugee well-being, social support, and community responsiveness to newcomer needs. Analytical processes were conducted both with and without NVivo to accommodate a large team working remotely experimenting with inductive and deductive coding strategies. Analytical case memos were written to explicate change processes at multiple levels, which led	Innovating New Methods

to coding innovations to examine multi-level change grounded in participants' language and experience. The longitudinal case study approach highlighted several advantages: 1) demonstrated changes related to the intervention and the larger sociopolitical context; 2) increased rapport and trust-building allowing for deeper explorations of sensitive topics (including discrimination and racism, migration policies, and health); 3) allowed for reflection on interrelationship between levels of influence (e.g. individual, familial, community, sociopolitical) and how changes in one domain affected others.	
The meta-autoethnography: Where epiphany and storytelling audaciously connect Karina Barley The meta-autoethnography: Where epiphany and storytelling audaciously connect Karen D. Barley (PhD) Monash University (Education) The term epiphany is an illusion of the imagination and where invention and discovery resides. It is the quintessential 'aha' moment when a spark of knowing is illuminated into existence and becomes transformative in its veracity. Is it possible to evoke the epiphany into consciousness, in particular within qualitative research using methodologies such as the narrative, ethnography or autoethnography? The author contends that the autoethnography is a compelling methodological tool for channeling potent data revealed via the epiphany. Using the epiphany as method is a way of extracting data where epiphanic revelations are uncovered during the writing process. The co-mingled acts of writing (by the author) and reading (by the audience) emerges where both parties are co-creating and experiencing the epiphanic inkling together. This presentation shares the author's experiences using the epiphany as method during the construction of her PhD where she created and collated five interconnected autoethnographic articles integrating the epiphany as a vital part of the construction of the narratives. The epiphany played a crucial role in making the author's experience transparent, whilst simultaneously allowing the ongoing epiphanies to enhance the overall autoethnographic outcome and impact. What evolved was what Professor Ronald Chenail (2020) described within his feedback as a "quintet of autoethnographies that as a process of inquiry conjures up a new research method - meta-autoethnography". The author argues that the meta-autoethnography is a cohesive process where narrative and research interconnect to create cathartic, authentic and audacious research.	Innovating New Methods
Introducing a phased principle-based concept analysis using a multi-method approach Stephanie Smith Authors: Stephanie Smith1,2, Evalotte Mörelius1,2 1 School of Nursing and Midwifery, Edith Cowan University, Joondalup, Western Australia 2 Nursing Research, Perth Children's Hospital, Nedlands, Western Australia Background and aim: Concept analysis explores how a concept is described, used, and measured in the literature. The principle-based concept analysis is one approach of concept analysis used in published work, but the literature is lacking in articles clearly describing how to conduct it in practice. The aim of this study was to provide a detailed	Innovating New Methods

description of a process to conduct a phased principle-based concept analysis and to introduce quality criteria assessment for a phased principle-based concept analysis. Research method: An explorative and descriptive process was used to advance on existing guidelines and improve the principle-based concept analysis methodology. A multi-method approach has been used to improve principle-based concept analysis through a combination of a systematic search, quality appraisal, concept analysis and qualitative analysis. Results: Our phased approach utilises a systematic search and the Preferred Reporting Items for Systematic Reviews and Meta Analyses for screening articles. Our developed quality criteria for principle-based concept analysis tool enables clear guidelines to critically assess articles against the four principles: epistemology, pragmatic, linguistic and logic. We suggest using qualitative approaches with data managed through NVivo to review the four principles and integrate the data to aid to produce an evidence-based definition and identify knowledge gaps. Conclusion: This comprehensive approach introduces a systematic and rigorous approach to aid future phased principle-based concept analyses and enable future comparisons of concept development, advancement, and related concepts.	
Using Emoji instead of words for analysis Anuja Cabraal Lauren Gawne Dr Anuja Cabraal Department of Languages and Linguistics Latrobe University Dr Lauren Gawne Department of Languages and Linguistics Latrobe University Qualitative analysis works on the underlying foundation of the analyst's coding choice. These choices are made in the context of both the analyst's experience and the relevant scope of the project. In this project, we used Emoji, instead of words as a novel coding methodology for analysis. Emoji are small images that are encoded like text, and are a popular communicative resource (Na'aman et al., 2017; Bai et al., 2019). Our aim was to understand how the tools we use influence our analysis, as well as to evaluate the utility of emoji in an analytical context. We found that using emoji while coding was like trying to learn a new language at the same time, making for a very slow process. The focus of the analysis shifted from trying to understand the data, to trying to find the "right" emoji. One advantage of this approach was that it created more distance between the data and the researcher, allowing for another layer of deeper thinking in the analytical process, and allowing for more reflexivity. Refs Bai, Q., Dan, Q., Mu, Z., & Yang, M. (2019). A systematic review of emoji: Current research and future perspectives. Frontiers in psychology, 10, 2221. Na'aman, N., Provenza, H., & Montoya, O. (2017). Varying linguistic purposes of emoji in (Twitter) context. In Proceedings of ACL 2017, Student Research Workshop, 136-141.	Innovating New Methods
Podcast Elicitation: A new Sonic Elicitation Method for Qualitative Research Simone Eringfeld This article introduces podcast elicitation as a new sonic elicitation method. This method has research participants listen to podcast	Innovating New Methods

fragments to evoke rich responses, help uncover tacit knowledge and stimulate imaginative thinking during interviews or focus groups. Distinguishing features of this method include its potential for embodied listening and the power of vocal expression to use both text and tone to evoke affective responses from the listener. Furthermore, podcast elicitation allows participants to clarify their views on abstract or sensitive topics by referencing podcast speakers. I call this 'intertextual anchoring'. In this article, I outline three stages of podcast elicitation: generating podcast material, designing the elicitation device and employing the method in practice. By using 'stimulation', 'connection', 'contrast' and 'gap identification' as interview strategies for engaging with podcast stimuli, the function of intertextual anchoring can be further enhanced. The podcast Cambridge Quaranchats, which I created to research post-Covid futures of higher education, serves as example to illustrate the possibilities and limitations of podcast elicitation.	
Visual Communications in an Online Community Context: a Qualitative Research Methodology Saira Sultana Dr Saira Sultana Senior Lecturer Department of Strategy and Management University of Bedfordshire This study has adopted a qualitative research methodology 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. By adopting a netnographic approach, a brand community's interactions and life is observed. In an immersive data collection process, researcher seem to surround the audience; description of online social life well fitted in any online interaction. Thus, provided a realistic, interactive experience to the researcher. The data is collected through non-participant online observations and Skype interviews of 'ThePurseForum' community members. Evidence emerges from observation, interviews were consistent with identified themes; themes discussion, thematic analysis, coding process in NVivo software, findings of the qualitative data. This data collection process, an integrative medium can guide any researcher a suitable methodology, to obtain a deeper understanding of the community cultures, customs, behaviours, language- more towards human understanding related to any context. Also, applicable for in-depth analysis, to accomplish richer data for insights and understanding reasons. Nevertheless, in Skype, participants gave interview answers in written format. It is favourable since no data transcription needed, no chance for data loss and no travel involved. The responded had sufficient time and ease to give answers. Thus, expressed insightful opinions in writing than oral conversation, more convinced to deliver open, neutral responses. Individuals' anonymity ensured people confidence in sharing thoughts rather altering answer caused by others. Thus, written Skype interview method is a contribution to methodology to ensure time-cost effectiveness, to achieve insightful opinion.	Innovating New Methods
Automating Transcription: Implications for the analysis process Silvana di Gregorio This presentation is based on the chapter, Voice to Text: Automating transcription in Vanover, C., Mihas, P. and Saldana, J. (eds.) (2021) Analyizing and Interpreting	Innovating New Methods

Qualitative Research: After the Interview, Sage Publications. I am going to start by looking at the history of transcription over time and the implications that has had on the analysis process. And then talk about the example I used in the chapter of my experience transcribing videos for a project before the availability of automating transcription and re-visiting that same project and using automated transcription. I will share what I discovered to be the affordances of automated transcription and finishing with how you may want to re-think your practice when incorporating automated transcription in your research.	
How Leader Humility During the Global Pandemic Enabled Their Organizations to be More Resilient Michael Bellissimo How Leader Humility During the Global Pandemic Enabled Their Organizations to be More Resilient to the Changing Needs for Care(.) Leading during normal times is often a daunting task, especially in hospitals where many decisions are indeed life or death. However, the pandemic of 2020 presented hospital leaders with a particular challenge to sustain their hospital's resiliency, where every decision was being made under the cloud of a crisis. How hospital leaders, operating with humility, navigated during this time to bring out the best in their teams, to continue to deliver on the promise of exceptional care and to do it in such a way that enabled them to come to work ready to take on that day's new challenges was a once in a lifetime opportunity to study crisis leadership in action.	Hybrid Research – Online and Face-to-face
Exploring dual tobacco and e-cigarette use among Queer people ages 18-34 Pamela Valera Madelyn Owens Sarah Malarkey Introduction. Tobacco smoking and vaping are significant health risk factors for chronic lung and respiratory disease that may worsen the impact of coronavirus disease (COVID-19). This study describes the vaping and smoking characteristics of the Queer population prior to, and during, the COVID-19 pandemic. Methods. Participants who smoked cigarettes or vape, and were between the ages of 18-34, were invited for a semi-structured interview to discuss their attitudes and perceptions of smoking and vaping. In response to COVID-19, remote recruitment and screening procedures were adapted to locate Queer participants throughout the US. Approximately 25 Queer people participated in semi-structured interviews (10 pre-pandemic and 15 during COVID-19). QSR International, NVivo software was used to manage, organize, analyze data. Grounded theory was used to develop the codebook and themes. Results. Majority of the study participants identified as gay (n=10), followed by bisexual (n=7), queer (n=4), pansexual (n=2), lesbian (n=1), and heterosexual (n=1). Regarding cigarette smoking, most of the participants reported smoking ten or fewer cigarettes a day (n=20) and using vape products as an alternative to quitting tobacco (n=11). Three themes were identified: (1) Queer groups during COVID-19 experienced heightened minority stress; (2) participants are not familiar with smoking cessation; (3) vaping and smoking are attributed to depression, self-harm and insomnia. Conclusion. Queer people have been impacted by COVID-19. There is a need to understand how dual use of e-cigarettes	Hybrid Research – Online and Face-to-face

and smoking combustible cigarettes help to regulate emotions and nicotine addiction when faced with extreme stress and anxiety.	
Pitfalls and Problems Encountered in Video Conference Interviews David Saavedra The COVID-19 pandemic forced researchers to modify research protocols to ensure the safety of themselves and their participants. As a result, the use of video conferencing platforms such as Zoom, Skype, Webex, and Google Meet to conduct social science research expanded exponentially. At the time of this shift in approaches to research, the literature on video conference interviews focused mainly on two topics: 1) their potential to expand access to participants who are geographically distant from the researcher and 2) the ways in which the accepted standards of quality for face-to-face interviews can be adapted for a video conference format. While valuable and useful in many ways, this literature left unaddressed the potential pitfalls and problems with video conference interviews, many of which require split-second decisions while interviews are in progress. Technology is imperfect, and at times we must troubleshoot the problems that inevitably arise in video conference communication. This paper presents reflections on the challenges encountered and realizations made during over 36 hours of interviews conducted via Zoom between November 2020 and January 2021. Issues addressed include: • the awareness necessary regarding broadband internet access for oneself and participants • handling the glitches and freezes that will inevitably occur over the course of an interview • awareness of how one appears on screen if a participant must turn off their video because of connectivity issues Author: David R. M. Saavedra Affiliation: Department of Leadership, Foundations & Policy, School of Education and Human Development, University of Virginia	Hybrid Research – Online and Face-to-face
From Physical to Virtual and Back: Doing Qual Research on Migration and Music during the Pandemic Carljohnson Anacin From Physical to Virtual and Back Again: Doing Qualitative Research on Migration and Music during the Pandemic Researching cultural sociology of music and migration entails multiple methods and theorisations because the field is complex and multivalent. The need to capture the various dimensions of meaning-making in the fields of migration, music, and identity require a variety of effective approaches to capture data. For my PhD research on the identity and translocality of Filipino migrant musicians in Australia, I intended to primarily use ethnography and interviews to understand their lives and experiences as migrants and musicians in a multicultural society. However, with the occurrence of the COVID-19 pandemic, it was inevitable to shift from physical to virtual fieldworks. With cancelled ethnographic fieldwork, there was a need to convert face-to-face interviews into online interactions, which needed a certain skillset and resource different from the physical one. With the slow but intermittent easing of restrictions in Australia, I was able to conduct a few physical fieldworks, though with uncertainty. This presentation narrates my experience in using hybrid multi-methods research and how the pandemic prompted me to re-evaluate my own reflexivity and to be responsive to my respondents'	Hybrid Research – Online and Face-to-face

circumstances. Recognising such challenges and experiences is significant for PhD students to be able to exercise reflexivity and rethink research processes when adversity is present, ensuring efficiency and context-sensitive engagement. Methodologically, this paper invites us to consider ways of doing and analysing hybrid research methods and how they could be institutionalised in qualitative research particularly in the cultural sociology of music.	
PhotoVoice and Racialized Newcomer Women – Evaluating Employment Services and Supports Barbara Dobson Sol Park Susanna Gurr Photovoice is a participatory action research method that uses photography and group discussion to support participants to record, critically reflect and share their experiences to influence policies. This paper describes the use of this method as part of a larger evaluation of newcomer women employment programs. Ten newcomer women to Canada were invited to take part in an online photovoice initiative. Participants took photographs to explore key dimensions of the program and shared their stories as newcomers looking for employment in Canada. The researchers facilitated the discussions which were recorded and analyzed thematically using NVivo 12. Participants were encouraged to critically reflect upon the narratives and through this reflective practice, which is key to photovoice, participants heard their experiences, concerns and successes echoed in the stories of others. Newcomer women who took part in the photovoice initiative appreciated the creativity of the method, surprised themselves at how adept they were at taking photographs, were comfortable using this medium, and felt empowered to tell their stories. Using photovoice in this evaluation added value by providing nuanced and additional insights about the wide-ranging impact the employment programs had on the lives of the newcomer women. This information can be used by policy and program decision makers to better support the transition of newcomer women into employment.	Evaluation Research
Evaluation of COVID-19 Telementoring Programs in Africa: A Case for Qualitative Research Ana Carolina Barbosa de Lima The literature on qualitative health research identifies its implementation often as deficient in credibility and timely delivery of findings, compared to other research designs. Conversely and more recently, qualitative data has been recognized as crucial in informing health care delivery during the COVID-19 global pandemic. Between January and April of 2021, we conducted 42 qualitative interviews via Zoom (including participants, facilitators, and partners) across a telementoring network of programs for building the capacity of health workers in Africa. Teams based in African countries conducted data collection. The main challenges encountered revolved around international research divergent protocols, time and effort in recruiting busy and strained health workers, and poor internet connectivity. Despite these challenges, teams found strategies to gather rich accounts and analyze the data under an evaluation framework	Evaluation Research

grounded in the concept of continuous improvement. Here we delve into a few examples of findings under two domains: impact on practice, highlighting how health workers perceived that these telementoring programs influenced the care for patients, including in continuity of care for infectious diseases during the times of COVID-19; and program sustainability, describing potential strategies for the long-term maintenance of these telementoring programs in Africa. Moreover, we reflect on the potential mechanisms and effectiveness for reporting data to program implementers. We argue that conducting rigorous collaborative and applied qualitative research with thematic coding analysis is particularly useful in informing the evaluation of health care systems during the COVID-19 pandemic. Authors: Ana Carolina, B. de Lima[1]; Nancy, Hood[1]; Nicole, Devereaux[1]; Nivedita, M. Shrivastava[2]; Raj, Panda[3] Affiliations: 1 ECHO Institute, University of New Mexico, 2 ECHO India, 3 Public Health Foundation of India	
Application of management control system in waste management practices: structured literature review Disney Kariyawasam Application of management control system (MCS) in waste management practices: structured literature review Disney Kariyawasam, Sriyalatha Kumarasinghe, Rosalind Whiting, Dinithi Ranasinghe Department of Accountancy and Finance, University of Otago, Dunedin, New Zealand This paper reviews the literature on applications of management control systems (MCS) in waste management (WM) practices. A structured literature review (SLR) approach was use to analyse 261 papers by using NVivo software subject to business, management, and accounting published between 2000-2020 based on criteria; such as, year, journal title, research locations, research industry, research method, theory, and research theme. The analysis highlights the scarcity of WM research in the field of accounting, especially on management control systems. According to the results from NVivo analysis, the existing literature mainly dominated by management (article title), focuses on manufacturing industry in rest of the Europe (industry and location). The key themes mainly focus on the accounting perspective, sustainable food waste management, consumer purchasing behaviour, sustainable green manufacturing management, supply chain actors, and circular economy. The paper provides insights into how WM research in MCS has developed and identifies future research opportunities. Keyword: management control system, structured literature review, waste management	Evaluation Research
The evaluation of the educational effectiveness of furniture in an early childhood centre Maria Elena Tassinari The evaluation of the educational effectiveness of the furniture in the interior spaces of an early childhood centre. The case of Alessandro B by Duilio Santarini AUTHORS: Maria Elena Tassinari, Massimo Marcuccio AFFILIATION: University of Bologna. Department of Educational Science "Giovanni Maria Bertin" The paper presents an empirical research for evaluating the educational effectiveness of a piece	Evaluation Research

of furniture for psychomotor development in early childhood created by the Italian pedagogist Duilio Santarini and named Alessandro B. The research sample comprises 15 children aged between 8 and 14 months attending the same early childhood centre. The observational data were collected using two action cameras positioned in the centre section used for play activities to capture all children's interactions with Alessandro B. The video recordings have been realized previous authorizations by the parents of the children and adults present in the play area. The video analysis - carried out with the NVivo12 software - was carried out through a codebook consisting of indicators of the possible spontaneous interactions of children with furniture. The NVivo12 nodes and subnodes were identified recursively from the interaction indicators present in literature and preliminary data analysis. By extracting the frequency tables of all nodes and sub-nodes, it was possible to build the reference database to start evaluating the educational effectiveness of the Alessandro B.	
QSR-IIQM Grant Winner: Cutting, Arranging, Pasting, Remembering: Collage Stories of Black Mothers Nicole Corley Britney Pitts This presentation provides an update to the QSR-IIQM Research Grant for Early Career Researchers awardee, Nicole Corley's project "Ain't I a Mother?" Using Collage as Method to Explore Black Motherhood. The process of collage making--cutting, pasting, and arranging--was a relatively simple way for Black mothers to explore their identity and (self) define who they are in their own unique and creative way. Collage-making offers new angles of vision to better understand Black mothers. Mothers reported that engaging with their stories through collage was restorative. Partial visual analysis revealed the varying ways Black mother participants journey through and make meaning of their experiences. The images, objects, and colors on the collage often represented growth and a shifting of what they presumed motherhood to be and how they understand it now. In many ways their collages served as love letters to themselves. Collage making reflects the creative ingenuity necessary to investigate the subjugated knowledge of Black women. This creative process can assist participants explore and express who they are and their histories. Identifying, cutting, arranging, and pasting discordant objects can serve as a way to (re)connect with one's self, to include the researcher.	Culturally Responsive Research
NVivo And Thematic Analyses of Community Partners' Discussions: Guiding Study Approaches Donna Neff A culturally diverse (CD) community advisory board (CAB) engages in collaboration during all phases of the research process, and advises on research design, recruiting and implementation. To ensure culturally sensitive support, their composition reflects targeted populations, organizations that serve that population, clinicians, and academics. Minority aging adults are underrepresented in research studies: 2.3-22.7% in qualitative and mixed methods studies. Participants reported barriers including mistrust, competing demands, unintended outcomes,	Culturally Responsive Research

lack of access to information and stigma. However, cultural congruence of CABs was found to facilitate increased participation by minority older adults. A focus group discussion with statewide CAB members was conducted to examine feasibility of study design, study tools, recruitment strategies of minority older adults and implementation of a state-wide registry and address cultural competency of the interview guide and survey. The study was a qualitative/descriptive design. There were 21 CAB members participating in a focus group discussion from senior community organizations, faith- based organizations, and community programs serving the elderly and in academia. The discussion was recorded, transcribed, and entered NVivo software for thematic analyses conducted by qualitative research experts. CAB governs the implementation and evaluation of the proposed study and will facilitate enrollment of older adults in a statewide research registry. NVivo allowed researchers to analyze qualitative date to examine patterns and repetitive themes in the discussions between CAB members. While this was from one state, findings may be used by others to use NVIVO as their qualitative tool for analyses. Donna F. Neff, PhD, RN, FNAP, Professor College of Nursing University of Central Florida Donna Shambley-Eaton, Associate Professor Emeritus, Phildra Swagger, PhD, Research Coordinator, University of Central Florida Catherine Godoy, DNP, APRN, PhD Student University of Central Florida Fern Webb, PhD, Associate Professor University of Florida Jacksonville Trudy Gaillard, PhD, RN, FAHA, Associate Professor Nicole Wertheim College of Nursing and Health Sciences Florida International University Florida International University	
Collaborating Across Boundaries Janet Salmons Natalia Reinoso Chávez A popular saying: "think globally, act locally" holds truths for social researchers. Successful local projects can inspire researchers elsewhere who confront similar obstacles. At the same time, insights from a global context can improve local research, particularly for researchers who work with vulnerable populations in dangerous contexts. Such boundary-crossing exchange is now possible with online communications, but how can we find and cultivate such relationships? Natalia Reinoso Chávez, Intercultural Education coordinator at the Centro de Estudios Médicos Interculturales, uses culturally-responsive participatory approaches in her work with Afro-Columbian and Indigenous peoples in remote areas of Colombia. Reinoso-Chavez and Janet Salmons, qualitative methodologist and Methods Guru for the research blog MethodSpace are collaborating on webinars and presentations that engage global researchers. They will discuss the potential benefits for researchers who transcend geographic and disciplinary boundaries to learn from one another, find creative solutions, and gain new understandings.	Culturally Responsive Research
Exploring How Organizations Ensure the Hiring Process is Conducted Appropriately to Avoid Legal Issu Natashia Stafford-Cotton Exploring How Organizations Ensure the Hiring Process is Conducted Appropriately to Avoid Legal Issues The overall research problem of	Culturally Responsive Research

interest in this study is the need for human resource (HR) leaders and hiring managers (HMs) to conform to a wide array of complex state and federal legal requirements concerning hiring practices. Therefore, the purpose of this qualitative study is two-fold: (a) to understand how HR leaders can ensure that ethically and legally acceptable hiring practices are used in their organizations and (b) to identify the perceptions of the employee selection procedures and legal defensibility of HR personnel and HMs in Northern California in order to develop timely and informed answers to the study's research questions. Using a series of custom questions, a population of HR practitioners and HMs was interviewed for this phenomenological study. The selected participants were able to explicate optimal hiring practices in mid- to large-size organizations. The findings from this study indicate valid problems (Power and autonomy of HM, organizational accountability, etc.) and viable solutions for further exploration and resolve. While this study did not reveal any new issues apparent with the candidate selection process, it did highlight the intricacies and distinctions of the hiring process often overlooked and where a great deal inequitable processes that remain. Today's employees have a heightened awareness and less tolerance for any lack of acceptance regarding diversity. Organizations must take action, mitigate complacency and seize the opportunities to drive positive social change. Inclusive behaviors start happening when organizational leaders are coached on how to lean into looking to culture add not culture fit.	
Crowd-sourcing Disease Surveillance: Exploring attitudes to creating a mobile surveillance system Kevin Dumolga Crowd-sourcing Disease Surveillance: Exploring attitudes to direct creating a mobile surveillance system in Ghana Ghana experiences high rates of morbidity and mortality, and efforts to address the health inequalities and concerns especially disease surveillance procedures – have produced mixed results due to a lack of infrastructure to support creative and innovative solutions. Meanwhile, modern technological advancements have produced such commonplace items as the mobile phone. With a national mobile phone subscription rate of 134.32 phones per 100 people, Ghana is uniquely poised to demonstrate advances in the arena of disease surveillance by utilizing mobile health technology. This study examined mobile device use among adults in Accra, Ghana and explored their willingness to adopt a mobile phone-based participatory surveillance system. Additionally, this study investigated the desired features of such a surveillance system through individual interviews exploring topics such as: attitudes towards sharing health information via the Internet, differences in health information sources, and desire to participate in disease surveillance. Interview questions and theme development was guided by the Unified Theory of Acceptance and Use of Technology (UTAUT) to ensure a systematic approach to this study. Individual interviews were supplemented with structured surveys distributed to all study participants. Results from this study indicate that key informants ascribe a high level of importance to any process that can influence their health. They are willing to share health-related information via a mobile system as long as their information remains	Culturally Responsive Research

private, and they are explicitly educated on benefits of using the app. This study concludes with guidance for developing such a surveillance system as well as recommendations for future research.	
Equity, diversity, and inclusion language: Case study on 2021 UN Int'l Day for Elimination of Racial Rana Van Tuyl Equity, diversity, and inclusion (EDI) language matters: A case study on the 2021 United Nations' International Day for the Elimination of Racial Discrimination (IDERD) digital campaign The equity, diversity, and inclusion (EDI) language we use matters. This emerging research takes a case study approach to explore the language used in the United Nations' digital campaign for the International Day for the Elimination of Racial Discrimination (IDERD) on March 21, 2021. Using discourse analysis alongside NVivo's language sentiment coding, this study looks at social media and digital article content to present breaking research on how well-intended EDI campaigns inadvertently mimic language used by military operations and hate groups. When EDI language mimics military operations and hate groups, it can further polarize people groups. This research also discusses how language, imagery, and hashtags used by the United Nations in digital campaigns influence the IDERD campaigns of many external organizations. This session will then explore EDI language alternatives that focus on bringing people together to co-create racial equity. This research will be presented by Rana Van Tuyl, a social sciences researcher and consultant affiliated with Royal Roads University and Celebrate Our Differences.	Culturally Responsive Research
Virtual Reality Storytelling to Teach Traditional Hawaiian Navigation Dean Lodes Sail amongst the stars and explore the skillsets necessary for traditional Hawaiian navigation through storytelling. Kilo Hoku VR is a virtual reality simulation that is intended to represent a Polynesian double-hulled sailing canoe called Hokuleʻa. She was built in 1974 in hopes of revitalizing the traditional Hawaiian way of navigating the open ocean without using any instruments. The elements, creatures, and celestial bodies are the tools they used to navigate (Low, 2016). Today, there are several canoes like Hokuleʻa in Hawaiʻi, and there is a growing interest in learning the traditional techniques. There are not many opportunities for people to actually sail on one of these canoes. We hope our simulation can offer people the ability to learn and practice these skills. We are currently developing virtual characters to guide the learning process. These characters will share this knowledge through another traditional Hawaiian art, storytelling. This qualitative, pilot study focuses on the values and processes of storytelling that are important to teach tradition Hawaiian navigation. It evaluates the effectiveness of storytelling to teach traditional wayfinding techniques in a virtual reality environment (VRE). Three people from various backgrounds were selected to participate in in-depth interviews. A storyteller, a person who works with the Polynesian Voyaging Society (PVS), and a native Hawaiian that has also worked with PVS. Results revealed that by incorporating the strategies of eye contact, drawing the listener into the	Culturally Responsive Research

story, and proper use of body language will engage learners in active listening and learning.	
Patience's Period: A Menstruation Story Joni Roberts Patience's Period: A Menstruation Story Authors: Advaitha Bhavanasi1, Amanda Burke2, Sakina Nuruddin3, Stephanie Nemet4 & Joni Roberts2 Affiliation: 1 Business Administration, California Polytechnic State University 2 Kinesiology & Public Health, California Polytechnic State University 3 – English, California Polytechnic State University 4 – Anthropology & Geography, California State University Almost two-thirds of Ugandan girls miss school at least once a year; reasons include lack of access to menstrual products and limited menstrual education. We conducted a comprehensive literature review and focus group discussions on determining the best communication & messaging form to educate girls in Jinja, Uganda, about menstruation. UNICEF defines menstrual health management as having access to menstrual hygiene products, privacy to change the materials, and access to facilities to dispose of used menstrual management materials. It can also include the "broader systemic factors that link menstruation with health, well-being, gender equality, education, equity, empowerment, and rights." Through four focus group discussions with students residing in Uganda and the results from our literature review, we developed a storybook educating students on menstruation in ways that aren't covered in the traditional classroom. The project began with the development of our focus group questions about menstrual experiences. Secondly, we conducted a literature review to identify the best mode of communication to our target audience. Thirdly, we compiled the focus group discussions and literature review to create the storybook. After creating the story, we tested it with our Ugandan students for data interpretation, comprehension, literacy, and cultural relevance. After our focus group, we revised the story to include relevant information from the participants and re-phrased many sections to decrease comprehension difficulty. Once more, we met with the participants to verify that our revisions aligned and then formatted our story to create a digital book published on ISSU.	Culturally Responsive Research
Struggles that are Real: Researching COVID-19-related Musings of Filipinos via Online Conversations Jonalou Labor Doing research about COVID-19-related mindsets and mindfulness during the middle of the pandemic was challenging, especially in the Philippines where internet connectivity is below world standards. For research that requires a deeper understanding of the Philippines' COVID-19 literacy, including the public's cognition about the virus and their sources of information as well as the reasons behind the people's vaccine confidence and hesitancy, the research team had to redesign the data collection method by conducting interviews in various online platforms and by lessening the informants' discomfort to share thoughts and experiences to strangers. Despite the issues on access and quality of online connectivity, the informants' desire to be factual and to be honest in their sharing was evident. This means that the mediated environment	Culturally Responsive Research

allows the participants to fact-check their responses to some knowledge questions. Further, and despite the hiccups in the data collection process, the responses and narrations of the interviewees were sources of on-the-ground musings. The researchers were able to thematically process the recurring ideas, communal sentiments, and emerging themes using the NVivo software. Findings of the study showed that Filipinos have awareness and active participation in discourses related to the COVID-19 virus yet lacks knowledge on the science behind the vaccine. Contrasting vaccine and vaccination information coming from formal and informal sources lead the Filipinos to hesitate in being vaccinated.	
Theoretical & methodological implications of cross-linguistic automated transcription Stephen Kimotho An examination of theoretical and methodological implications of automated transcription in cross-linguistic transcriptions Transcription is tedious and time consuming albeit the most critical process in qualitative analysis. Transcription in a cross-linguistic research is a transformative process that involves also translation. Today researcher in many part of the world have the option of transcribing the data themselves; engaging professional transcribers or automated transcription courtesy of research software like NVivo. Despite the recent popularity and continued use of automated transcription software by qualitative researchers and in professional practice, there has been relatively little attention given to theoretical and methodological implications of automated transcription in cross-linguistic transcriptions. The purpose of this paper will be to examine the intricacies of transcription in a cross-linguistic qualitative inquiry, focusing on the notions of transcription as a constructive and interpretive act.	Culturally Responsive Research
Centering socially-just research praxis in Education & International Development through DSAR Jessica Oddy Centering socially- just research praxis in Education and International Development through Digital Storytelling Action Research (DSAR) At the height of the Covid- 19 pandemic, more than 1.5 billion students were out of school (UNESCO,2020). Yet prior to Covid, humanitarian emergencies had already disrupted the education of at least 75 million children globally. The discrimination, exclusion and violence that youth experience due to racialized markers of ethnicity, religion, linguistic identity, nationality and caste are significant but are rarely captured by the discourse of measurement that dominates current development research and practice (Sriprakash et al, 2019). Furthermore, in humanitarian contexts, youth tend to be viewed as victims, apolitical, in need of protection and through the lenses of trauma (Dona & Veale, 2011). This paper draws a multi-sited, multi-modal study with 40 diverse, forcibly displaced youth experiences of education in Jordan, the UK, and South Sudan between 2019-2021, where I developed a Digital Storytelling Action Research (DSAR) epistemology. Using multi-modal methods, DSAR is situated within a multidisciplinary conceptual framework (intersectionality, critical participatory action research, decoloniality, critical pedagogy, feminist and critical youth studies) as	Culturally Responsive Research

critical inquiry and praxis, to challenge representations of displaced youth as well as reframing traditional researcher/researched relations to power. The young peoples' research findings of education experiences highlight systemic issues, synergies, and solidarities across diverse geographies. In this paper, I discuss how DSAR offers a socially-just, culturally sustaining research praxis that resists the divide between spaces of encampment and spaces of learning and the erasure of racism by grounding education knowledge production?in a humanizing, decolonial, and transformative epistemology.	
Public Opinion: Assessing the Perception of Users of Shared Municipal Services through Netnography Virginia Angius Since the '90s several municipal networking forms have arisen to improve local governments' efficiency worldwide (inter alia Giacomini, Sancino and Simonetto, 2018; Ferraresi, Migali and Rizzo, 2018; Spano, 2018); however, only a limited number of Unioni (the Italian most frequent form of Inter-municipal collaboration, or IMC) is effective (Spano, 2018). Cost and savings are the most common - but not only - way to evaluate policies (Kelly and Swindell, 2002; Van Ryzin and Immerwahr, 2007). We believe that the final users' complex opinion is essential to improve efficiency and effectiveness of such entities. With the help of the increased digitalization carried by the Covid-19 pandemic, we propose an alternative research design to evaluate the perception of efficiency of IMCs policies, based on the Italian scenario. Given that 78% (of which 72% is over 54 years old) of the Italian population thinks social media are beneficial for getting informed about public administration, we employ a qualitative methodology based on a netnographic analysis of social media platforms currently used to communicate with citizenship. With this study, we overcome some of the limitations of current methodologies by gathering testimonies of the perception of residents of local Unioni in Italy. Both researchers and policymakers can use those opinions to understand people's needs and expectations better and allocate resources to the local government's weak spots. Also, results from this study could support quantitative analysis in terms of innovation and confirmation of themes for surveys and their relative weight on statistical performance.	Cross-Sector - Academic, Commercial, Govt or NFP
Accepting financial transactions using blockchain-supported cryptocurrency: A Technology Acceptance Robert L. Brantley Accepting financial transactions using blockchain-supported cryptocurrency: A Technology Acceptance Model The study seeks explanations of banking customer behavior regarding the acceptance and use of blockchain technology (BT)-supported cryptocurrency (crypto) and other financial technology (FINTECH) services, including commercial bank lending (CBL), using a study-designed innovation of the Albayati (2020) new integrated Technology Acceptance Model (TAM). The study's research questions seek to understand better African-American (AA) adopter-customers' acceptance and the cultural factors that affect their acceptance of BT-supported crypto banking transactions and FINTECH services, and second to understand better AA	Cross-Sector - Academic, Commercial, Govt or NFP

entrepreneurial acceptance of CBL. Previous iterations of the TAM have been approved and used in several studies and research on technology acceptance and usage in alternative cultural settings (China, Hungary, Iraq, Korea, Malaysia, Saudi Arabia, Taiwan) with no focus on the USA AA community of crypto/FINTECH customers, and AA CBL entrepreneur clients. The study addresses the United States AA critical subgroups' attitude toward crypto, FINTECH services, and traditional CBL versus decentralized business finance. Research data collection (Citavi-generated literature review, study-designed closed-ended online self-administered TAM-innovated questionnaire, ZOOM-facilitated conversational qualitative interviews) and NVivo-assisted triangulated data analysis will reveal AA cultural impact on AA banking customers' and entrepreneurs' acceptance of BT-supported crypto, FINTECH, and traditional CBL. Robert L. Brantley Northcentral University DBA Student, Finance Management	
Collecting Rich Data from Busy Public Sector Organisations During a Pandemic Luciana Blaha When it comes to the introduction of AI and automation in the UK public sector, the research on stakeholder experiences is limited to population surveys and business efficiency gains. Most data is also based on single supplier use cases and model development. This research used science and technology studies concepts to explore how staff and customers made sense of the introduction and use of AI and automation as a complex infrastructure change in a local authority. With the pandemic taking its course, the pace of these transformations has been accelerated, while the organisations undergoing them have seen a significant increase in their workload, and staff mostly relocating to working from home. This change has brought forward challenges for research such as the difficulty of accessing participants, documentary data, and observational data sources, particularly when the organisation is responsible for supporting the local population in the face of a crisis. How can a researcher individually reach key workers and members of the public during such a time? And how can other sources of meaningful data be collated to create a rich qualitative data set? Moreover, is it worth using concepts from a different discipline to analyse qualitative data in such a rapidly changing environment? The short answer is that a creating a relevant, rich data set is possible with a clear Data Management Plan, empathy towards participants, powerful data analysis tools, and novel analytical concepts. NVivo 12 and the NCapture add-on were used for data collection, coding, and visualisations.	Cross-Sector - Academic, Commercial, Govt or NFP
Qualitative Methods and Applied Research: Racism in the Workplace and What to Do About It Negin Sattari Corin Ramos Samantha E. Erskine In this study, we discuss our experiences with using qualitative methodology for conducting an applied research project at Catalyst, a global non-profit organization that promotes gender equity in the workplace. Qualitative methodologies are less common than quantitative	Cross-Sector - Academic, Commercial, Govt or NFP

methods in applied research, especially for audiences in business. Qualitative data collection and analysis often take more time than quantitative. However, when used in applied settings, qualitative research is conducted under client facing time constraints and is expected to deliver results with comparable paste to quantitative methodologies. Furthermore, the outcomes must be both accessible and actionable for its audience. The context in which qualitative applied research is conducted outside academia can, therefore, be a transition for academically trained researchers. Qualitative researchers are trained to practice intersectional reflexivity: a deep consideration of how their positionality within social hierarchies influence their work. Academic trainings also require these researchers to situate their methodological approach within epistemological traditions such as grounded theory and paradigms such as critical or interpretive. To what extent do these theoretical layers of qualitative research speak to the needs of applied research? We discuss these topics in the context of global research we conducted that investigates racism within the workplace. We interviewed race, ethnicity, and culture experts in the fields of business and academia to study racism that ethnically marginalized employees face in different countries, and how future directions of diversity, equity, and inclusion can lessen those experiences. This presentation will be of interest to both scholars and practitioners.	
Using NVivo To Promote The Efficiency Of Marine Protected Area's Project Sara Messali This research aimed to contribute improving the decision-making through the quest for the role of territorial intelligence in the governance of Marine Protected Areas (MPAs), throughout a comparative study between Algerian and Canadian MPAs. Moreover, many objectives have been achieved, while interesting results will help to strengthen the analytical capacities and to propose new instruments and decision-making support tools, in terms of sustainable development projects. Further, the present research leads to a methodological contribution capable of improving the quality of public decisions. Besides, it has come out a proposal of a methodological approach consolidated by the combination of the two following integrated approaches: the valuation of various information resources from local knowledge and the application of certain instruments of territorial intelligence with NVivo software. Keywords: Algeria, Canada, MPA, Nvivo, Territorial Intelligence.	Cross-Sector - Academic, Commercial, Govt or NFP
Multiphonic Chronicles - a decolonial perspective for historical narratives Karla Sessin Dilascio Karla Sessin-Dilascio (PROCAM/USP, iFronteiras), Charles Borges-Rossi (UFAC-Floresta, iFronteiras), Tatiane Silva Souza (UFPA, iFronteiras), Valcirlene Martins Miranda (UFAC-Floresta, iFronteiras) Who built the historical narratives about the Brazilian Amazon (BA)? How are these stories shaping the thoughts and the practices about the BA recent occupation that is leading us into the Anthropocene catastrophe? The answers are obvious and well spread among practitioners and scientists. It is necessary to face the catastrophe and	Cross-Disciplinary

stay with the problem to acquire new possibilities of living in a world in ruins.Following Donna Haraway thought "it matters what stories make worlds, what worlds make stories". Departing on that perspective, what could happen if the BA's historical narratives start to be told in another perspective? Would be possible to change the future in the face of new past? Guided by these "speculative fabulations", this article aims to present a new way of making practices and thinking worlds from a bottom-up perspective of the riverside traditional communities in the BA throughout the process of making a book called "A Voz do Liberdade". The book's process occurred in the Extractive Reserve of Riozinho da Liberdade in the Brazilian state of Acre and involved people from two riverside communities. This article presents how Nvivo helped to build an innovative method that emphasizes a craft process, and less interference, in oral to writing stories translation intended to maintain the riverside community way of talk, think, and express themselves; and how Nvivo helped the researchers to put together from single stories an almost handcraft construction thematic stories that was called "Multiphonic Chronicles".	
Socio-Cybersecurity: Exploring Cybersecurity Norms through a Social Organizational Lens Carlene Turner Claude Turner Yuying Shen The aim of this research is to analyze the impact of cybersecurity on employee's efficiency and performance predictability in organizations. An exploratory research focus is an appropriate approach to the study of the emerging sub-discipline of Socio-Cybersecurity. The present research brings together the disciplines of Sociology and Cybersecurity. The project team has begun to interview respondents - student from a Historically Black University (HBCU) in the United States, and employees in the university's footprint, about the role of cybersecurity in their lives. The aim is to achieve a sample size of approximately 100 respondents. Data is being gathered from the respondents in two phases. The respondents are being interviewed through online platforms, with their cameras off. The data is being uploaded to NVivo for analysis. Secondly, a mock work environment application is being created by the cybersecurity members of the team. While interacting with the simulated work environment, our respondents will be interviewed. NVivo will be utilized to analyze all the collected data. Preliminary results show that even non-technical employees' performance is shaped by cybersecurity. Additionally, a common theme emerging from the collected data is the out-sized role of teleworking in the COVID-19 era, in shaping cybersecurity awareness.	Cross-Disciplinary
Cross-Disciplinary Development and Evaluation of a Mobile Application for Rheumatoid Arthritis Melanie Cozad Authors: Dr. Melanie J. Cozad 1, Pam Evans 2, Anna Nourse 3, Dr. Gulzar Merchant 4, Dr. Ronnie D. Horner 5, Dr. Lisa C. Lindley 6, Dr. Olivia Whitt 1 1. Arnold School of Public Health, University of South Carolina 2. University of South Carolina, Patient Engagement Studio 3.	Cross-Disciplinary

University of South Carolina School of Medicine - Greenville 4. Rheumatology Specialists, Prisma Upstate Health System 5. College of Public Health, University of Nebraska Medical Center 6. College of Nursing, University of Tennessee - Knoxville Purpose Statement: Rheumatoid arthritis (RA) affects approximately 1.5 million adults in the United States. Early diagnosis and effective management can slow disease progression. However, patients report challenges in managing the disease between clinical visits. Cross-disciplinary development of a mobile application holds the potential to enhance the management of RA. The objective of this study was to evaluate patient perspectives on the use of a mobile application to enhance tracking of their disease and treatment discussions with their rheumatologist. Methods: A mobile application was developed by a cross-disciplinary research team that included patients with RA. App use was evaluated by conducting semi-structured interviews with a purposive sample of 17 participants. Participants were recruited from one rheumatology clinic within a major health system within the southeastern United States. Transcripts were coded for emerging themes and sub-themes applying grounding theory using NVivo 13. A conceptual framework for app use was synthesized from emerging themes. Results: Participants were mostly female, Caucasian, with an average age of 52 years. Frequency of app use was reported as once every week to two weeks. Participants reported using functions to record disease progression and make notes on location of pain and bothersome side-effects. They also reported the app was helpful in prioritizing the side-effects to discuss with their rheumatologist. Conclusions: Cross-disciplinary development and evaluation of a mobile application promotes patient use and facilitates communication about RA with the rheumatologist. Future research should focus on the additional functionality needed to support integration within the clinical setting.

Understanding collaborative relationships - the Ohio START Model: Using NVivo to analyze contracts Rebecca Smith Understanding collaborative relationships - the Ohio START Model: Utilizing NVivo to conduct a qualitative analysis of Ohio START formal contracts Ohio START (Sobriety, Treatment and Reducing Trauma) is an evidence-informed intervention designed to support families facing co-occurring substance use disorder and child maltreatment. Ohio START began in 2017 as a response to the growing opioid epidemic and now operates in 32 counties across Ohio. A key component of the START service model is cross-system collaboration between county-level public children service agencies (PCSA) and behavioral health providers, substance disorder treatment providers, the judicial system, and other community partners working with families. These partnerships are intended to provide provision of wraparound services and are initiated and specified by formal contracts between PCSA and their partners. We focus our attention on the collaboration component of the START model to examine the multiple dimensions of collaborative relationships for public service delivery. Our goal is to understand when and how Ohio START contracts identify opportunities for collaboration between partners. We employ NVivo to code 105 START contracts to	Cross-Disciplinary

provide further insight into these collaborative relationships. Our qualitative analysis begins with the Ohio START Practice Manual which documents the best practices for the implementation and fidelity to the START model for providers. We use a deductive approach based on the manual for content analysis to identify the presence, usage, and meaning of concepts related to collaborative service delivery. We combine this with an inductive approach using grounded theory to allow for the emergence of related concepts, such as shared decision-making, responsibilities, accountability, and case management processes, to support our analysis. Authors/Contributors: • Rebecca Smith - John Glenn College of Public Affairs, The Ohio State University • Rebecca Phillips - College of Social Work, The Ohio State University • Amanda Girth - John Glenn College of Public Affairs, The Ohio State University • Alicia Bunger - College of Social Work, The Ohio State University • Emmeline Chuang - School of Social Welfare, University of California - Berkeley • Kathryn Lancaster - College of Public Health, The Ohio State University • Erica Magier - College of Social Work, The Ohio State University • Jared Martin - College of Education and Human Ecology, The Ohio State University	
Using NVivo to Explore Patterns of Google English & Spanish Autocompletes during Wave 1 of COVID-19 Pamela Valera David Carmona Humberto Baquerizo Sarah Malarkey Using NVivo to Explore Patterns and Themes of Google Autocompletes in English and Spanish Speakers during the First Wave of the COVID-19 Pandemic Introduction: The purpose of the study was to explore differences in Google autocompletes between Spanish and English speakers during the first wave of the COVID-19 pandemic. Methods: Twenty-nine individuals participated in three separate virtual focus group meetings on COVID-19 and Google autocompletes. A codebook was created from de-identified transcripts, and the transcripts were coded using NVivo to test for intercoder reliability between two coders with a 95% inter-coder reliability achieved. Result: Among the twenty-nine participants, twenty-one identified as Hispanic/Latino. In terms of racial groups, seven participants self-identified as African-American/Black, six as White, five as American Indian/Alaska Native, four as Asian Indian, and three as Native Hawaiian/Other Pacific Islander. Most reported some college education or completing a degree. Twenty participants self-identified as female. Approximately 48 percent of participants felt depressed over seven days, and 24 percent did not work due to pandemic reduction in business. Using thematic analysis, the themes of the study were: (1) autocompletes evoked fear and stress, (2) skepticism and hesitation towards autocompletes; (3) familiarity with COVID-19 information impacts outlook on autocompletes; (4) autocompletes can promote preselection of searches; and (5) limited query searches concerning COVID-19 were noted among Spanish speakers. Conclusion: Spanish speakers experienced more emotional burden and hesitation due	Cross-Disciplinary

to limited query results than English speakers, leading to the preselection of autocompletes in Spanish speakers.	
Meeting the Field: When Clinical Experience Transcends Research & Promotes Methodological Innovation Émilie Cormier Diandra Serrano In Meeting the Field: When Clinical Experience Transcends Research and Promotes Methodological Innovation Émilie Cormier (Department of Psychology, UQAM), Diandra Serrano (School of Social Work, McGill University), Tamara Sussman (School of Social Work, McGill University), Valérie Bourgeois-Guérin (Department of Psychology, UQAM), Christine Walsh (Faculty of Social Work, University of Calgary), Atiya Mahmood (Simon Fraser University), Sarah Canham (College of Social Work and College of Architecture and Planning, University of Utah). The versatility that exists within the scope of qualitative research creates a space for methodological innovations. This paper describes how the flexibility of qualitative approaches allowed for the integration of clinical and research practices that maximized the richness of conducting research with an aging population that has experienced homelessness. The paper begins by outlining the existing literature that points to the convergence and divergence between clinical and research methods and approaches. Following this conceptual discussion, the paper describes a blueprint for methodological adaptations created by the researchers which was informed by their research experience and clinical sensitivities to the unique needs and preferences of research participants experiencing differential vulnerability. These design adaptations included innovations in recruitment, preparing for and conceptualizing semi-structured interviews, and the way in which the photovoice method was used to elicit lived experiences. Ultimately the paper demonstrates how the merging of clinical and research approaches may enhance methodological effectiveness for vulnerable populations.	Cross-Disciplinary
Perceived Pandemic Related Barriers to Health and Well Being Among Individuals of African American D Sri Banerjee Gary Michael Szirony Viral pandemics like COVID-19 are poised to remain a viable public health problem leading to considerably higher healthcare costs, physical health and wellness challenges, and increased chronic disease in the US population. Risk mitigation has been used as a strategy to prioritize and address the adverse physical health risks associated with COVID-19 related public health initiatives. However, risk mitigation also has led to widespread loneliness and social isolation. Additionally, mental health disorders have been demonstrated to be directly correlated with poor disease management and treatment outcome. The purpose of this qualitative study was to examine perceptions related to health and well-being among individuals of African American descent in the United States. We collected data over several months and used an Interpretative Phenomenological Analysis (IPA) methodology. Respondents discussed mental well-being and challenges. African American individuals experienced psychological distress related to the pandemic, including feelings of coercion from needing to work even when conditions were deemed unsafe, social isolation, politicization and frustration from inconsistent news, and caregiver burnout of disabled children, and other factors	Cross-Disciplinary

adversely affecting minority populations. The findings highlight the impact of rapid changes and extreme uncertainty resulting from COVID-19 driving individual fears, grief, and apprehension, especially among racial minority groups. As the world transitions into the vaccination phase, health practitioners will have to grapple with additional burdens faced by vulnerable populations.	
Politics of Memory and Everyday Politics in North Korea: Qual Text Analysis of New Year Statements Junhyoung Lee Politics of Memory and Everyday Politics in North Korea: Qualitative Text Analysis of North Korean New Year Statements from 1946 to 2019 Junhyoung Lee Ph.D. Candidate, School of Politics and International Relations, University College Dublin Politicians have used mythologised understanding of the vision of the past to incentivise particular memory as an instrument of politics in the present. Authoritarian leaders have also manipulated the collective memory to justify their title to rule and, consequently, prolong their regime. Meanwhile, collective memory influenced various socio-political identities at the everyday politics level, by formulating specific political discourse. Why do the rulers highlight the specific vision of the past in their present political discourse? How does this manipulation of collective memory affect the everyday life of the ruled under authoritarian politics like North Korea? This article argues that the ruler's efforts of spotlighting specific past events are not only political tactics for self-embellishment, but also legitimation claims to shape present everyday political reality. Through 73 New Year statements from the Kim Il-sung to the Kim Jong-un eras, by using Nvivo, the thematic coding of qualitative text analysis provides in-depth tracing of how the rulers highlighted 'foundational myth' and 'personalistic cult' for the specific vision of the past for the present political discourse. For the detailed case study of the engineered political discourse for the governmental side of the everyday politics of North Korea, the 'Chollima Work Team' (??????) in Chollima Movements (?????) is examined how these legitimation claims have shaped North Korean people's everyday lives. This article contributes to the comprehensive understanding of everyday politics in North Korea and expands the understanding of politics of memory as legitimation tools linked with everyday politics in authoritarian regimes.	Cross-Disciplinary
Factors Influencing the Adoption of Indian Handloom as Mainstream Fashion- An Exploratory Study Sakhhi Chhabra Handloom holds a significant cultural identity in creative economies like India. It is a predominant means of livelihood for rural population after agriculture. However, changing consumer preferences, availability of high fashion alternatives, lack of access and control over financial resources have led to its gradual debilitation, posing considerable yet critical challenges for the handloom industry. In this exploratory study, we find the barriers affecting the adoption of Indian handloom among the masses and support mechanisms to make it mainstream fashion. We conducted 37 in-depth interviews across multiple stakeholders like consumers, weavers, designers, policy makers, online platform sellers, retailers, and wholesalers, agents, and NGOs. We arrived at eight	Cross-Disciplinary

barriers and seven support mechanisms from the thematic analysis of the codes developed in NVivo. Further, the matrix analysis demonstrated that lack of product design innovation, lack of variety, and compromised quality must be considered by weavers, designers, and retailers to overcome barriers in the adoption of handloom. Increasing visibility through social media, offering guidance to weavers and artisans for creating new designs, and generating awareness about the environmental and sustainability aspects of handloom should be used as support mechanisms to make handloom mainstream fashion. Like any other fashion brand, handloom branding can popularize the textile to reach to the masses. Implications of this study shall support economic growth, enable new approaches to include vulnerable groups like weavers, sustain cultural identity, thus help in achieving country-specific sustainable development goals.	
Can Security and Safety Education Support Sustainability? Malgorzata Gawlik-Kobylinska The aim of the presentation is to prove that sustainable development goals can be supported by security and safety education, where security refers to the state of being free from danger or threats and safety applies to creating protection from risks or dangers. This kind of education encompasses interdisciplinary knowledge and universal values focusing on improvement of human existence through minimisation of threats. Text mining (TM) of the literature indexed in the Web of Science was applied. Title, abstract, and keywords analysis of the 1283 publication records indexed in WOS, BCI, CCC, DRCI, DIIDW, KJD, MEDLINE, RSCI, SCIELO, and ZOOREC databases (2017 2021) was performed with NVivo Word Frequency Query. Such an analysis allowed for the identification of the most intense descriptors of security and safety education. In further steps, the descriptors were fitted within the framework of sustainable development goals. It was proved that security and safety education reflects the idea of sustainable development in a variety of aspects. Since common foundations were identified, it could be inferred that teaching security and safety is a great platform for promotion of sustainable development goals. Moreover, in countries where security and safety education is taught as a separate school subject, more cross-disciplinary sustainability issues should be implemented in the curricula and taught with the use of novel strategies and tools.	Cross-Disciplinary