

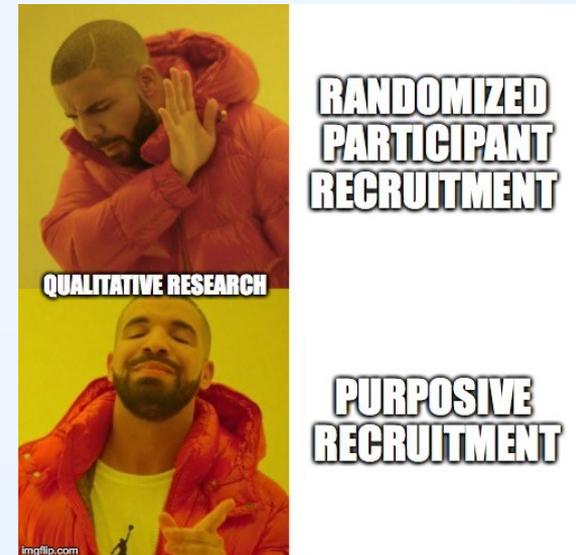
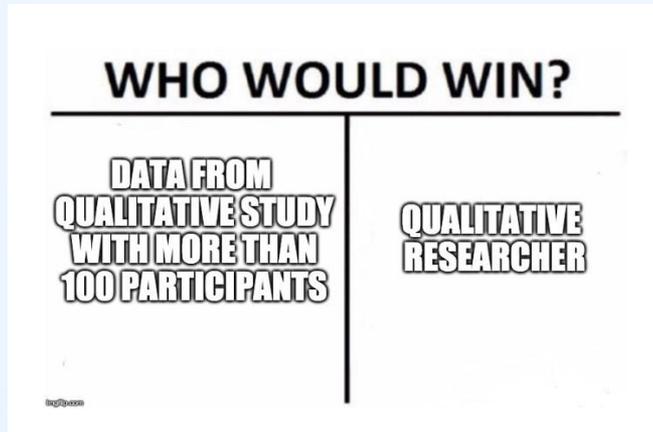
Recruitment and sampling

April 13, 2019

Today's goals

1. Finalize the research question
2. Describe the goal of sampling in qualitative research
3. Identify 3 possible sampling strategies for your study
4. Justify the role of saturation in qualitative sampling

Reading Reactions



Agenda

1. Lingering questions?
2. Your study overview
3. Recruitment and sampling
4. Refining and writing your research question (groups)

What's the question?

What are the social narratives around sleep for premed students applying to medical school, and how do they affect perceptions physical and mental health?

What's the protocol?

- 19 in-depth interviews AND
- 19 supplemental methods:
 - Focus group (pair)
 - Observation (individual)
 - Freelist and pile sort (pair)
 - Map (pair)
 - Second in-depth interview (individual)

Ethics protocol with your best guess at what this will look like
due April 18 11:59pm to TritonEd

Remember...

- The point of qualitative research is not to generalize to the population.
- Transferability, not generalizability
- Purpose of qualitative research is:
 - Gain detailed understanding of a certain phenomenon
 - Identify socially constructed meanings of the phenomenon
 - Identify the context in which the phenomenon occurs

Therefore...

- Your participants are chosen because they have certain characteristics, histories, perspectives and experiences that tell you about your topic
- Most likely, you would not find these people through random sampling
- It needs to be more deliberate based on your research question

(Hennink, Hutter & Bailey, 2011)

Saturation



Expertise, not KAB surveys

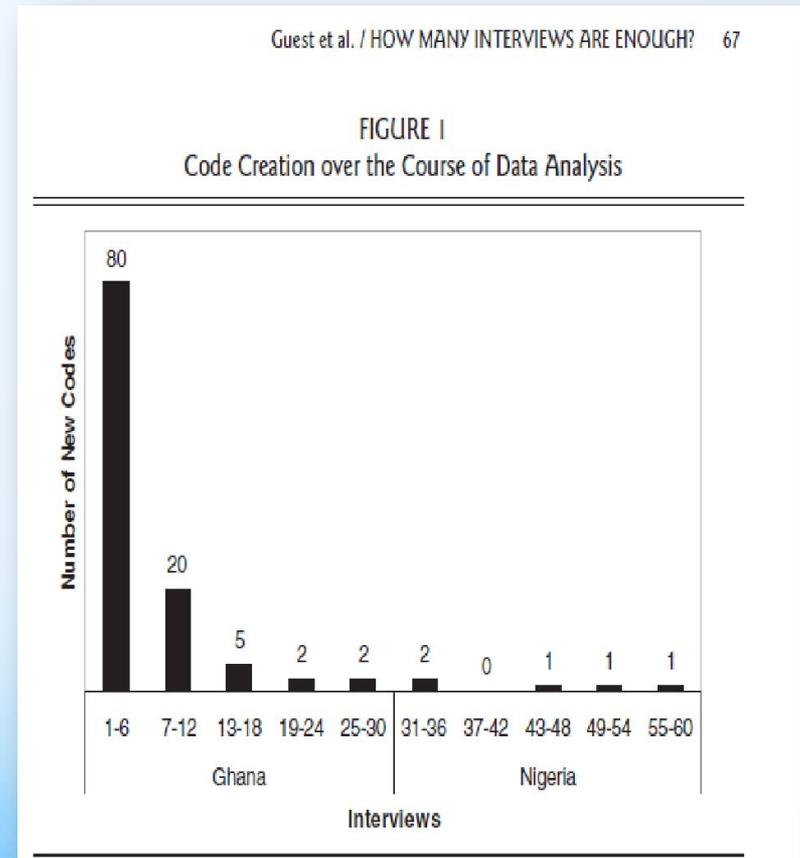
If you want to know how to make a pie, who do you ask?

How do you know when you've asked enough people?

Is there a point of diminishing returns?

Saturation

- The point at which information in the data begins to repeat itself
- Might need saturation in each subgroup
- Most of your new information will come in the beginning,
- Must assess as you go along



*So---how many interviews do we
do?*

How many interviews do we need to do before
feeling comfortable to have reached thematic
exhaustion and variability?

Sample size . . .

- Heterogeneity of population or strata
- How many subgroups you want to include/explore/analyze
- How large the phenomenon under study is
- How much time and money you have
- What will it take to answer your RESEARCH QUESTION?

Typical sample size by tradition

- Narrative: 1+
- Phenomenology: 5-25 (Polkinghorne, D. E. (1989). Phenomenological research methods.)
- Grounded Theory: 20-60
- Ethnography: 1 culture sharing group, plus several key informants and IDIs
- Case Study: 1+ cases

Other factors

- Complexity of the data (e.g., focus group, mixed methods)
- Size and experience of interviewer team
- Size and experience of analysis team
- Existing knowledge

Recruitment goals

- What type of study population am I seeking?
- What is the aim of my recruitment?
- Typical cases?
- Critical experiences?
- Participants with same characteristics?

You might need several methods

Recruitment strategies

Gatekeepers

- Prominent recognized role in the community
- Encourage others to participate
- Might be local protocol to go through gatekeepers
- Valuable information that you need to know first
- Becomes your advocate

Networks

- Formal networks
 - Ethnic or religious organizations
 - Attend meetings, events, listservs
- Centralized location
 - Clinic, school
 - Services (free flu shots)
- Informal networks
 - labor migrants

Purposive sampling

- Selecting on purpose people who are ‘information-rich’
- Diverse range of people related to topic
- Flexible – refine types of participants during data collection

(Hennink, Hutter & Bailey, 2011)



Convenience sampling

- Useful for exploratory studies
- Sometimes our only option

Example of convenience sampling

- You want to know about smoking behavior for people between the ages of 18-21
- You recruit your sample from college campuses

Snowball sampling

- Locate one or more key individuals and ask them to refer other suitable candidates
- Build on trust
- Very useful in social network studies –cannot be used when studying isolated individuals
- Useful in small or hard to find populations
- Widely used in community studies

Theoretical Sampling

- You have interviewed 10 college students that smoke.
- A theme emerges about the connection between older siblings that smoke and their influence on smoking initiation
- You deliberately recruit respondents who have older siblings that smoke

Quota sampling

- Decide on sub-populations of interest and the proportions of each wanted in final sample
- Need to know ahead of time
- Problems—quota frame must be accurate, biases might exist in selection of sample elements within a given cell

Research-based recruitment

- Selected from other aspects of a study
 - Quantitative survey
 - Focus group discussions
 - Observation

With your group

- Who do you need to talk to?
- Why?
- What might you want to ask them?
- Are experiences homogenous?
- Where will you find them?
- Who will help you?
- Where will you conduct the interviews/focus groups/observations?
- Possible ethical concerns?

What are the social narratives around sleep for premed students applying to medical school, and how do they affect perceptions physical and mental health?

Next Time

- 4/16: In depth interviews
 - ~10 Potential field guide questions posted to your group's topic thread in knit by 10am on the day of class
 - Feel free to offer constructive feedback on the forum!