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

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Learning outcomes

1. **Describe two qualitative methods** in order to evaluate the applicability of the methods to your own research

2. **Evaluate the strengths and weaknesses of qualitative research methods** in academic library settings in order to consider whether this approach is right for your goals

3. **Identify common pitfalls of conducting qualitative research** in order to more successfully complete a research project at your own institution
For the Q&A...

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

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

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

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#ACRLqual
Immigrant students
Mobile devices & graduate students
Collaboration between librarians and instructional designers
Critical information literacy instruction
You have your research question, now what?
Screening surveys
Recruiting participants
Administrative tasks that take time
What do you do with all that data you’ve collected?
Preparing your data for analysis
Coding approaches
Identifying themes

[Various icons of ships and nautical symbols]
Realistic approaches to project management
Scaling your research project

CAPTAIN,

THE MYSTERIOUS RED DOT IS ON HORIZON
Arc of the semester
Flexibility and your timeline
Questions?

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