

# ESDS Qualidata Teaching Data: Focus Groups, Diaries, Online Tools, and Visual Data

**Bethany Morgan Brett**

[bmorga@essex.ac.uk](mailto:bmorga@essex.ac.uk)

ESDS Qualidata

UK Data Archive

University of Essex

St Catherine's College, Oxford

7<sup>th</sup> July 2010

# Who or What is Qualidata?

- ESDS Qualidata is a specialist service led by the UK Data Archive.
- Acquires, provides access to, and support for, a range of qualitative datasets on a national scale
- Responsible for enhancing qualitative data and documentation
- Provides information and training resources for re-analysing qualitative data



# The Types of Data Held

In-depth interview  
transcripts/recordings

Focus groups  
transcripts/recordings

Diaries

Field notes

Personal documents

Case study notes

Open ended survey  
questions

Essays

Press clippings

Photographs

Maps, diagrams,  
architectural drawings

# Re-using Data

- Archived qualitative data are a rich and unique, yet too often unexploited, source of research material.
- They offer information that can be re-analysed, reworked, and compared with contemporary data.
- In time, too, archived research materials can prove to be a significant part of our cultural heritage and become resources for historical as well as contemporary research.

# How Can Qualitative Data be Re-used?

Comparative research

Historical resource

Re-analysis

Development of a new study/methodology

Research design and Methodological advancement

Learning and teaching

You will find further information on re-using qualitative data through the following links from the UK Data Archive webpage.

<http://www.esds.ac.uk/qualidata/support/reuse.asp>

<http://www.esds.ac.uk/qualidata/support/faq.asp>

# ESDS Qualidata's Teaching Resources

- Two on-line teaching resources
- Fully downloadable
- Highlights some of the most interesting and important collections from the Archive
- Designed to assist in qualitative methods teaching and research

# Teaching Resource 1: Exploring Diverse Interview Types

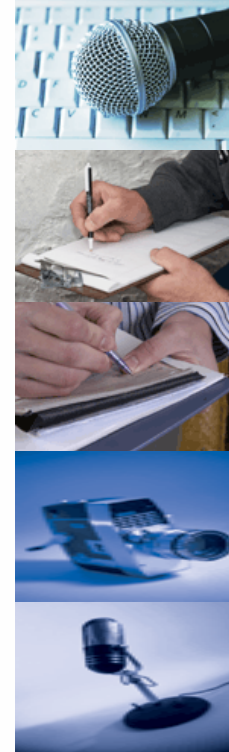
## Seven Interview Types

1. Structured
2. Unstructured
3. Semi-structured
4. Feminist
5. Psycho-social
6. Oral history
7. Life story interviews.

Summaries

Selected extracts

Activities



<http://www.esds.ac.uk/qualidata/support/teachingpacks.asp>

# Teaching Resource 2: Exploring Non-Interview Methods

## Four Non-Interview Methods

- Focus Groups
- Diaries
- Online Data Collection
- Visual Methods

Summaries

Selected extracts



<http://www.esds.ac.uk/qualidata/support/othermethods/>



# ESDS Qualidata Resource: Exploring Non-Interview Methods

The screenshot shows a Windows Internet Explorer browser window displaying the ESDS Qualidata website. The browser's address bar shows the URL: <http://www.esds.ac.uk/qualidata/support/othermethods/>. The website header includes the ESDS logo and navigation links: Home, A-Z index, Site map, Contact, Login, and a search box. A secondary navigation bar contains links for About, Data, Create/deposit, Online, Support, News, Events, and Which service?.

The main content area features the title "ESDS Qualidata teaching resource: exploring non-interview methods" and a row of five images representing various data collection methods: stacks of books, a person at a computer, a digital camcorder, a modern office interior, and more stacks of books. Below this is a "Contents" section with a numbered list of links:

- [1. Purpose of this resource](#)
- [2. Introduction to other qualitative methods](#)
- [3. Ethical re-use](#)
- [4. Focus groups](#)
- [5. Diaries](#)
- [6. Online data collection](#)
- [7. Visual methods](#)
- [8. Acknowledgements](#)
- [9. Printing](#)

On the left side, there is a "Help desk" section with contact information for email, telephone, and fax. On the right side, there is a red notice about service disruption and a section titled "We need your help to improve our teaching resource" with a list of bullet points and contact information.

The Windows taskbar at the bottom shows the Start button, several open applications (including Microsoft Word and PowerPoint), and the system tray with the date and time (10:58).

# Contact

## **UK Data Archive**

University of Essex  
Wivenhoe Park  
Colchester  
Essex  
CO4 3SQ

.....  
**T** +44 (0)1206 872001

**E** [qualidata@esds.ac.uk](mailto:qualidata@esds.ac.uk)

[info@data-archive.ac.uk](mailto:info@data-archive.ac.uk)

[www.data-archive.ac.uk](http://www.data-archive.ac.uk)