

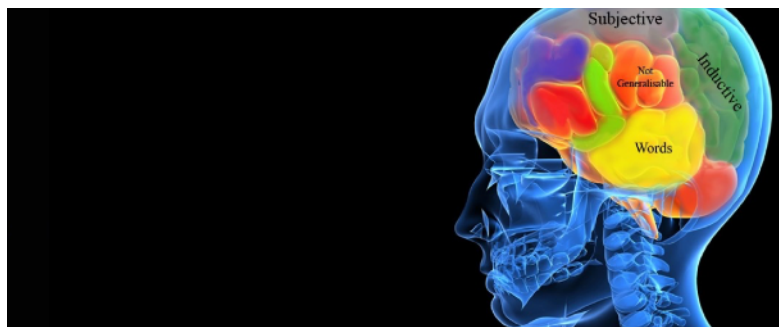
QUALITATIVE

How the psych lab can support students doing qualitative dissertations

Lab spaces

Click [here](#) for a virtual tour!

- **2 person soundproofed booths** - Ideal for one to one interviews. Each has two seats and computer.
- **3-4 person soundproofed booths** - ideal for interviews and small focus groups.
- **Teaching area** - 8 computers with transcription pedals and software for use at any time. You can also **book** it to use the smart whiteboard for group work.
- **Creative methods lab** - 15 person multifunctional space with Mac pro, 42" 3D HDTV and Nintendo Wii. Ideal for focus groups. **Book** via psychology technicians (agreement of your supervisor needed).



Why should I read this?

As a psychology dissertation student your UniCard now gives you unlimited access to the lab in WB138 (first door on the left as you enter Watson Building from campus). This guide is for qualitative research. There is another for quantitative research. Click the **green links** for further information where available.

Help recruiting participants

SONA enables you manage recruitment of participants and book the interview booths.

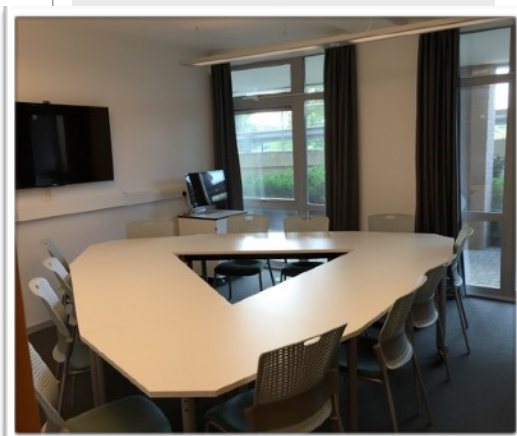
Interviews & focus groups

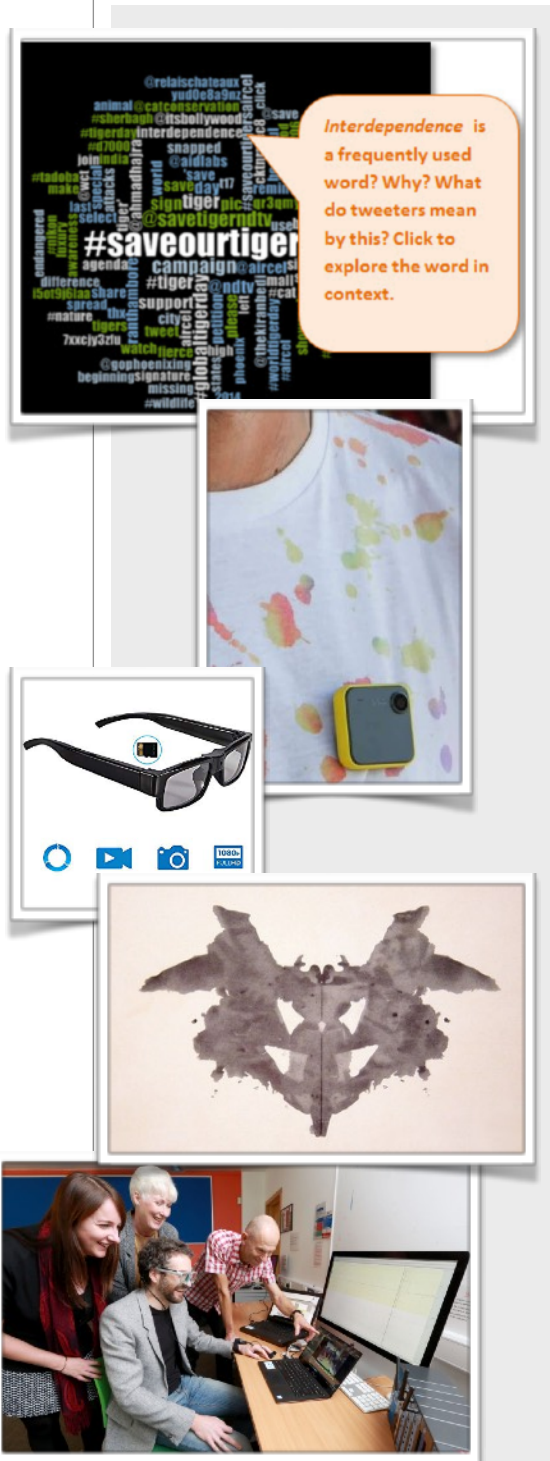
We offer **voice recorders** to record interviews and can back up your recordings and put them on a USB for you. We also have windshields for recording outside.

The biggest chore is transcribing interviews and **NEW FOR THIS YEAR** we now offer **headphones**, **transcription pedals** and **transcription software** on all of the teaching area computers to make transcription as easy as possible.

Social media analysis

NVivo software now has an excellent ability to mine **Twitter** and **Facebook** data, and helps with visualising and analysing the data for content analysis. We offer the software in the lab and full training - please ask for a demo and help!





Want to know more?

Please speak to the psychology technicians if you have any questions about what is available, or you want any advice or technical help with anything the lab offers. We are in the office at the back of the lab, WB139 Watson Building, and would be delighted to help!

Online surveys

Although primarily used for surveys, **Qualtrics** is also excellent for qualitative research as it allows people to respond with large text answers. You can present images, video and audio. You must use Qualtrics for online research because it is ethically compliant unlike online other providers. We can also lend you **iPads** for data collection if your supervisor agrees to you collecting data in this way.

Qualitative data analysis

We offer **NVivo** on all the lab's computers if you need to analyse qualitative data but don't like working with pen and paper. You can book the **Smart whiteboard** to help you organise and record your thoughts and themes. We offer **Transana** software to help you code and analyse video data.

Creative methods

We offer creative methods resources like **Lego**, **plasticine**, and **craft materials**. We have the original **Rorschach (inkblot) Test** for elicitation. We offer a **graphics tablet** to draw on a computer and create animations.

The Creative Methods Lab offers a Mac Pro with **iMovie**, **Final Cut Pro**, **PhotoShop** for video and audio editing and production. The Creative Methods Lab can be configured flexibly, and includes a **studio quality microphone**.

Visual methods

We offer **wearable cameras** and **spy glasses** for covert recording, **digital cameras**, **camcorders** and **tripods** to facilitate higher quality video and audio. We offer **robot docks** to remotely control iPhone or camera and automatically follow somebody's movement.

Consider eye tracking

You can use an **eye tracker** to record a participant looking at an image, video or website, and play it back to them and ask them questions about where they were looking.

We can help with ideas for your dissertation even before you discuss your ideas with your supervisor - please pop into the lab and ask for Joe or Martina - your psychology technicians.