

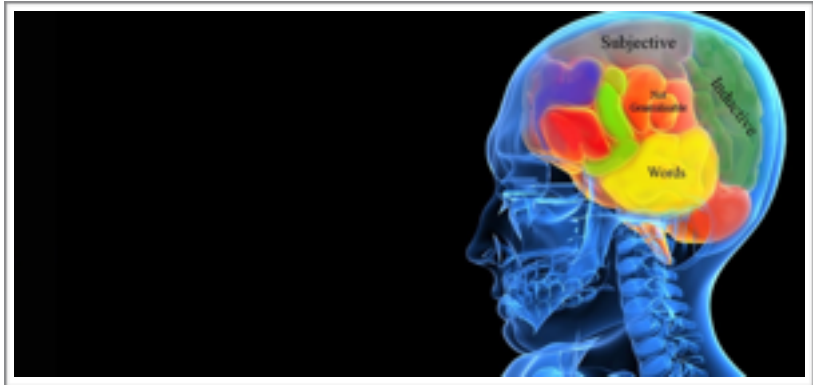
QUALITATIVE

How the psych lab can support students doing qualitative dissertations

Lab spaces

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

- **2 person soundproofed booths** - four can be booked on SONA. Ideal for one-to-one interviews or transcription. Each has two seats and a computer.
- **3-4 person soundproofed booths** - you can **book** two of these, ideal for larger interviews/focus groups and transcription. Each has a computer.
- **Teaching area** - 8 computers for third year psychology students to use - ideal when the library is packed and any other time, you can also use these for transcription! You can also book the lab's smart whiteboard for group work.
- **Creative methods lab** - funded by the Transforming Sexuality and Gender Research Cluster so the Cluster has priority. A 15 person multifunctional space, for focus groups and high quality filming. Contains a Mac pro, 42" 3D HDTV and Nintendo Wii. **Book** through psychology technicians with agreement of your supervisor.



Why should I read this?

Now you are a psychology dissertation student your UniCard gives you unlimited access to the lab in WB138 Watson Building (first door on the left as you enter Watson Building from campus). This guide brings together all the lab support for qualitative research. There is another guide for quantitative research. Click the **green links** for further online information.

If you want to explore anything in here further please visit the lab's website (link at bottom of the page) or contact the psychology technicians.

Help with recruitment and lab space

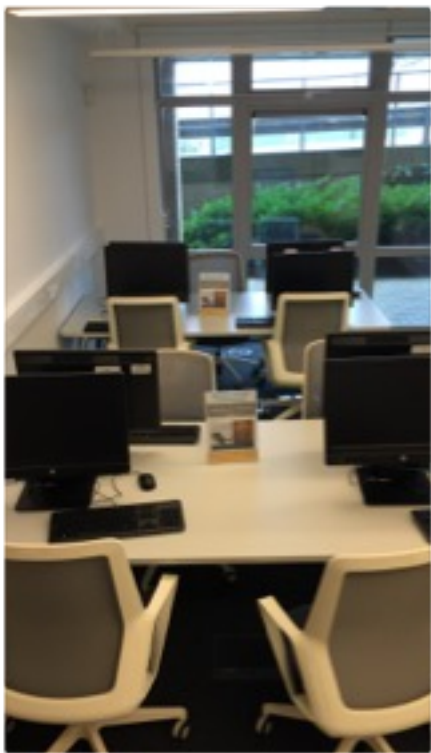
SONA helps recruit participants for lab studies more easily and book the experimental booths. *You must use SONA if you are recruiting participants face to face.*

QUALTRICS is a survey tool which might be suitable for qualitative research in some cases. Apart from typical Likert scales and open ended questions, you can present (interactive) images, video & audio, and measure time. *You must not use other survey providers as they may not comply with ethics requirements for data storage.*

You'll be offered workshops for both systems in due course.

Computers and iPads

Dissertation students can use any of the **lab's teaching area computers** during opening hours, great for when the library is full and you need to write up your dissertation!



We have **laptops** and **iPads** which we can lend to staff and students. These are perfect for SONA questionnaires - you can record responses from participants wherever you are. **iPads** are also great for recording focus groups.

Want to know more?

Please speak to the Psychology Technicians if you have any questions about **lab equipment**, or you want any advice or technical help with anything the lab offers. They are in the office at the back of the lab, WB139 Watson Building, and would be delighted to help!

Help with interviews and focus groups

We can lend **portable voice recorders** to record interviews, **backup your recordings** and **put them on a USB** for you. We also have a windshield in case you need to record in a windy weather.

The biggest chore is transcribing interviews - we offer **headphones**, **transcription pedals** and **transcription software** to make this much easier - please ask for a demo!

Help with data analysis

We offer **NVIVO** software on all the lab's computers if you need to analyse qualitative data but don't like working with pen and paper - ask psychology technicians for a demo. 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.

Help with 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** - please speak to the psychology technicians to explore further!

Help with visual methods

We offer **wearable cameras** to capture video or stills, camera disguised as **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 where a participant looks at an image, video or website, and play it back to them and ask them questions about where they were looking. The psychology technicians can program your experiment for you.