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**Exploring Concept Mapping
and Q-sorting as a Combined
Mixed Methodological
Approach**



Dialogue

Systematic investigation of
subjectivity

Mutual Understanding

Different Perspectives



-
- Concept Mapping
 - Q-methodology

Both methods..



- Use quantitative techniques to investigate subjective perspectives
- Place *participants* at the center of the research process
- Represent perspective of the *participants*, not *researchers*

In order to...



- Identify a common conceptual organization that reflects and integrates the perspectives of all participants
- Explicitly describe the unique perspectives held by different participants

Thereby



- Developing a nuanced understanding of the concept
- Enabling expression and discussion of different intersectional perspectives

Both methods..



- Start with a *list* or *concourse*
 - A set of items that represents the domain of interest
 - E.g., list of different types of photos posted on social media

List or Concourse



- Photographs on Social Media
 - A photo of me showing my style (for example, hair, clothes, nails, tattoos or piercings)
 - A photo that promotes an event
 - A photo of my bedroom
 - A photo of me with close friends
 - A photo of me with an alcoholic beverage in my hand at a party

Q-methodology Task



Sort the items according to a 'focus question':

How comfortable would you be to share a picture like this on social media?

Q-Methodology (Stephenson)



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Q-Methodology Analysis



- Goal to identify the *different* subjective perspectives on the issue
 - Variant of factor analysis that identifies separate groups of *participants* who sort items in different ways
 - Results identify *different* subjective perspectives on the issue

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Concept Mapping Task



Put the items into groups in any way that makes sense to you.

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Concept Mapping Analysis



- Goal is to identify the common conceptual structure – e.g., types of photographs
 - Cluster items into groups that reflect items commonly grouped together
 - Results reflect the clustering of *all* participants
 - End result is a *map* showing item clusters and identifying how 'close' they are to each other

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Concept Mapping Analysis



Image: van der Meulen & Glasbeek, 2013

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What do we learn?



- Integrating the results
 - Do the clusters they identify match the items that define the individual perspectives?
 - Do different groups rate the types of photographs differently?

How groups AND individuals understand the issue

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The eQUALITY PROJECT

Thank-you!

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