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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



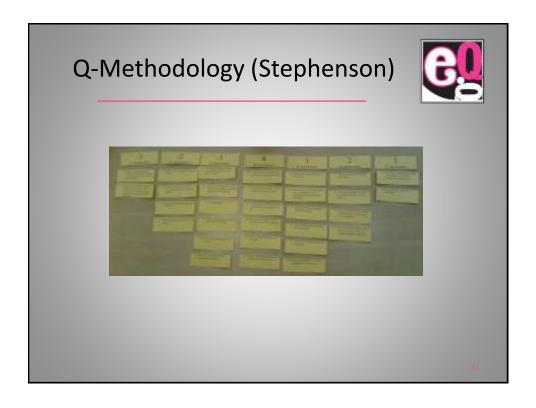
- Photographs on Social Media
  - A photo of me showing my style (for example, hair, clothes, nails, tattoos or piercings)
  - A photo that promotes an event
  - A photo of my bedroom
  - A photo of me with close friends
  - A photo of me with an alcoholic beverage in my hand at a party ....

## 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 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.

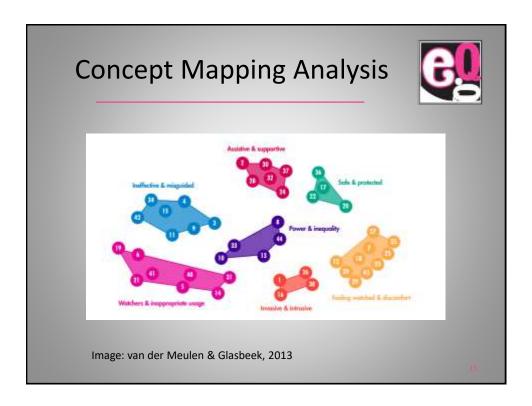
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# **Concept Mapping Analysis**



- 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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#### 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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