



## Youth Advisory Board: Qualitative Research Methods

*Richard Hazenberg, University of Northampton*

# Today's Agenda



- 0600-0605: Introductions (All)
- 0605-0610: Introduction to the session (Richard Hazenberg)
- 0610-0625: Energiser – Catchphrase (All)
- 0625-0650: Qualitative Research Methods (Richard Hazenberg)
- 0650-0700: What methods do you want to use in your projects (Jamboard Activity)?
- 0700-0715: Haikel/Indri sharing their vlog on the MAP journey
- 0715-0730: MAP Comms Role, Policy & Comms Group (Sarah Huxley)
- 0730: Close session



**CATCH  
PHRASE**

The image features a central graphic of a speech bubble with a long, glowing tail pointing downwards. The words "CATCH" and "PHRASE" are written in a bold, white, 3D block font with black outlines, stacked within the bubble. The background is a dynamic, colorful field of purple and blue light rays radiating from the center, creating a sense of energy and motion. The overall aesthetic is reminiscent of a classic game show logo.



# Catchphrase Energiser



- The aim of this game is to look at the picture and guess what it means.
- Look at the individual images and decide what popular term/object they may together be referring to.
- For example...



# Catchphrase Example



**Surfing the Web!**

So now for the real five images...



Its not rocket science!



Next image...



Its raining cats and dogs!

And finally...



**A picture is worth a thousand words!**





# Evaluation Aims/Questions



- When conducting evaluations, we develop an overarching **research aim** first:
  - What is it that we want to explore?
  - Example: To understand the impact of MAP on communities.
- We then develop **research questions** that allow us to answer this aim:
  - How does MAP deliver impact to young people?
  - How do arts-based methods defuse conflict in communities?
  - What policy impacts do arts-based methods create?





# Cross-Cultural Research Challenges



- Differences in culture are very important when conducting international research.
- Language:
  - Translation
  - Conceptual differences
- Culture & the Individual
  - Body language & emotional expression.
- Institutional differences
  - Institutions, however, seemingly similar, are products of a particular culture.





# Qualitative Data Collection Methods



Arts-based evaluation

Interviews

Focus groups

Participant observations

Secondary data collection

Textual analysis



- Our focus today will be on the MAP interviews

# Our MAP Interviews



- The interview schedules that have been developed and shared with you, seek to enable us to speak with different groups:
  - Young People, Educators, Facilitators, Artists, Civil Society Organisation Workers, Government Officials/Policy-makers.
- Interviews are not compulsory; they are a tool that you can use if you wish and feel that it will work for your evaluation.
- They are semi-structured, this means that you don't have to stick rigidly to the questions set, merely they are a guide.
  - Go with the interviewee, let them talk about what is important to them.
- Where possible, we record the interviews either through an audio recording or by making detailed notes.
- We also ask that you capture key interviewee details at the end of the interview in the table provided (i.e., name, age, gender etc.).

# Example Questions



- There are different questions for different stakeholder groups.
- Tell us about the cultural form (music, dance, drama, visual arts, traditional cultural forms, etc.) in which you specialise.  
(Artists)
- Did you use arts to engage young people in policy informing processes or platforms prior to MAP? (Government Officials/Policymakers)
- How can art-based participatory approaches to community building be utilised by civil society organisations?  
(CSOs/NGOs)
- Can you take me through a particular experience /session you had in the MAP programme that you thought was very effective? (Young People)





# Breakout Session



- For the next 10 minutes, please add to the Jamboard around the questions you are interested in asking in MAP interviews.
  - What would you like to learn about from participants?
- On the Jamboard, you will see that different coloured post-it notes denote different countries. Please use the colour for your country.
- **Think innovatively and creatively!** 😊

