DESIGN METHODS PART II

Qualitative & Consumer Satisfaction

Jacob Campbell, Ph.D. LICSW
at Heritage University

SOWK 460w Spring 2024

AGENDA

➤ Presentation about graduation planning

➤ Benefits of qualitative approach

➤ Qualitative designs methods

➤ Focus groups
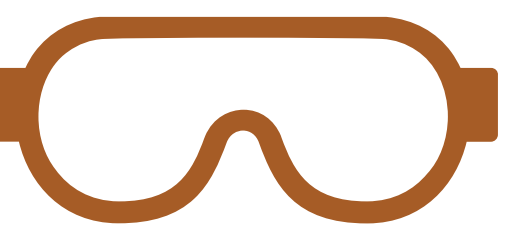
➤ Consumer satisfaction surveys
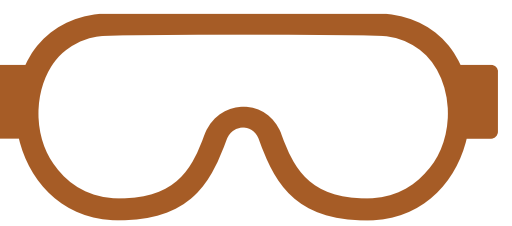
GRADUATION PLANNING

with Marisol Johnson
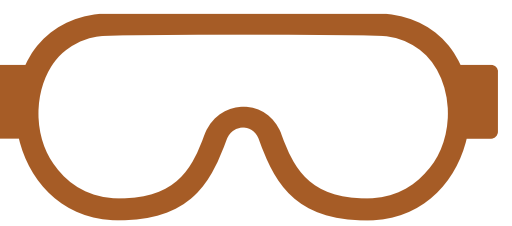Topanish Social Work Club President

MIDCOURSE FEEDBACK SPRING 2024

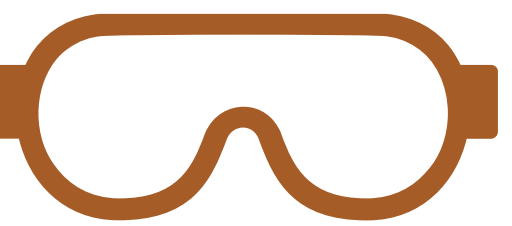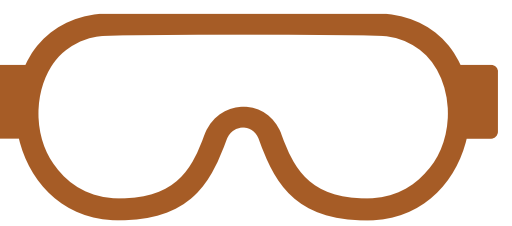| Positives	Challenges
Organization Accessibility of material Group work time Learning process in class (peer review, quizzes, etc.)	**Struggling to understand content** Textbook is old The quantity of work

13 of 20 Respondents

FLYER

PROGRAM EVALUATION DESIGN

Qualitative Designs and Applications

Jacob Campbell, Ph.D. LICSW at Heritage University
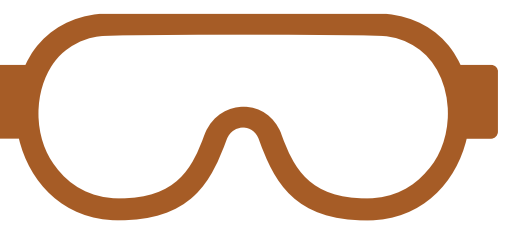
"Qualitative designs embrace this ambiguity and attempt to include multiple sources to develop an improved understanding of the situation, question, service challenge, and so forth"
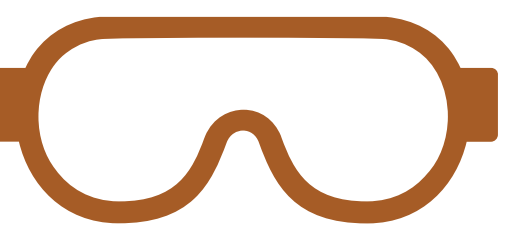
–*Kapp and Anderson (2010) p. 239*

CLOSELY RELATED TO CLINICAL PRACTICES

(Kapp & Anderson, 2010)

BENEFITS OF A QUALITATIVE APPROACH

Opportunity for Clients to tell their stories

BENEFITS OF A QUALITATIVE APPROACH

(Kapp & Anderson, 2010)

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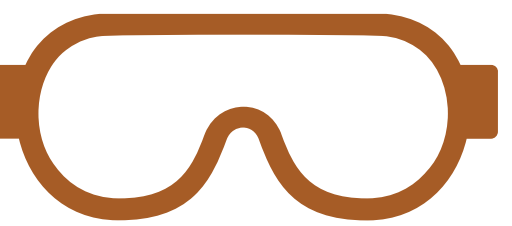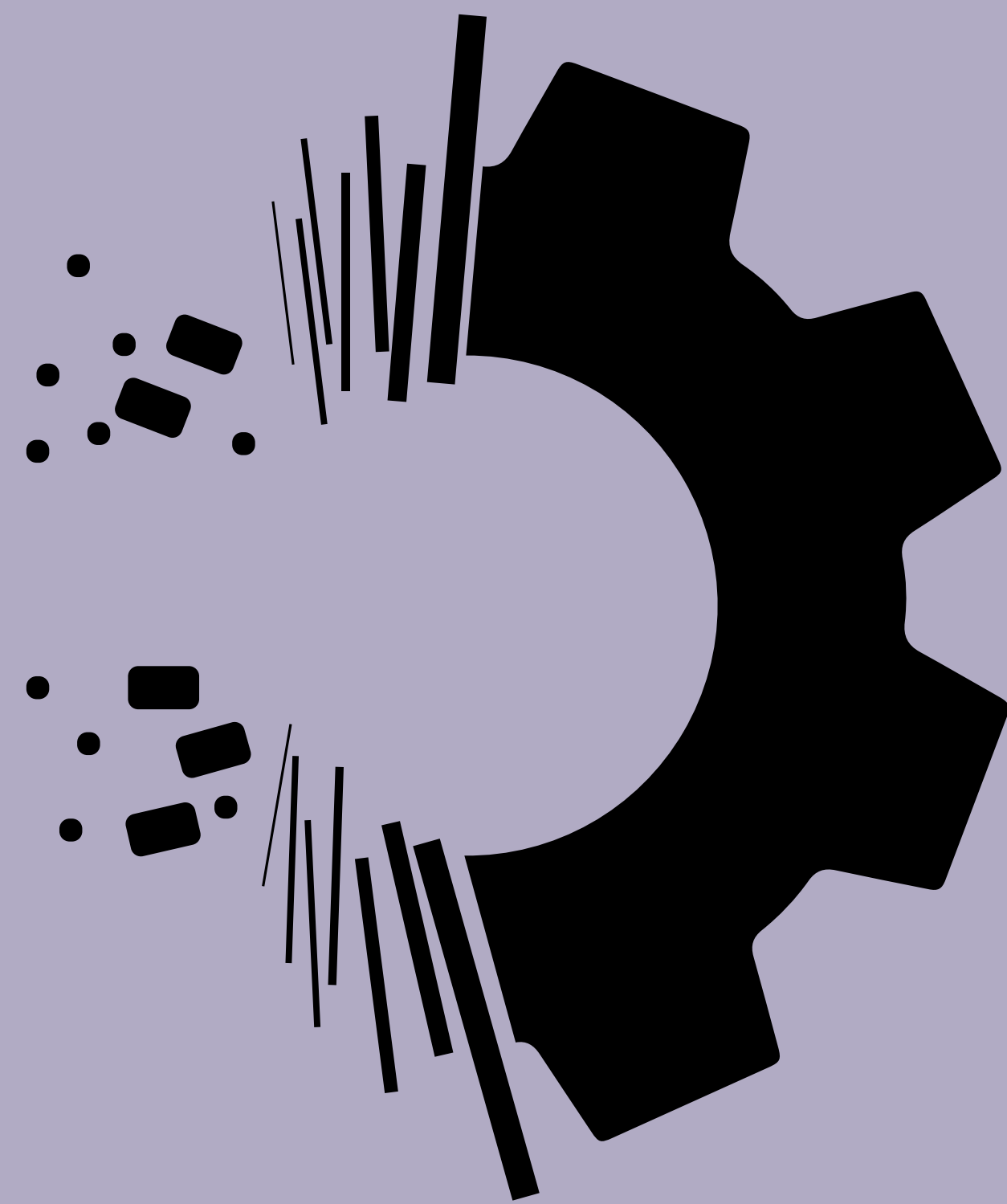
ABILITY TO FIND EMERGENT IDEAS

(Kapp & Anderson, 2010)
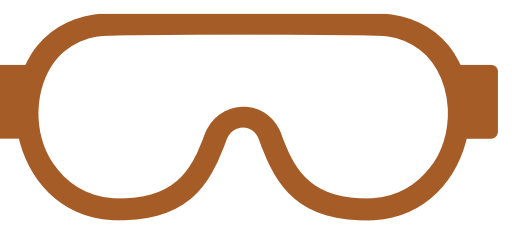
BENEFITS OF A QUALITATIVE APPROACH

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THE POWER OF VULNERABILITY

BRENÉ**BROWN**

https://www.ted.com/talks/brene_brown_the_power_of_vulnerability

QUALITATIVE DESIGNS

➤ Open-Ended Interviews

➤ Observations

➤ Focus Group Interviews

➤ Field Notes
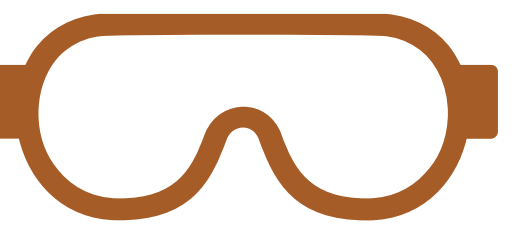
QUALITATIVE DESIGNS

Open-Ended Interviews

➤ Not focused on standardized instruments

➤ Follows a standardized set of questions

➤ Gives an opportunity share personal perspectives

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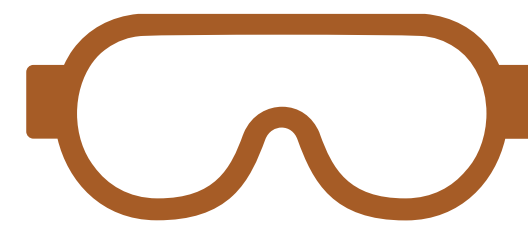
OBSERVATIONS

➤ Insights not obtained through an interview

➤ Can learn more from observation vs interview

Systematized by have a form or guiding questions

QUALITATIVE DESIGNS

Jacob Campbell, Ph.D. LICSW at Heritage University   *(Kapp & Anderson, 2010)*

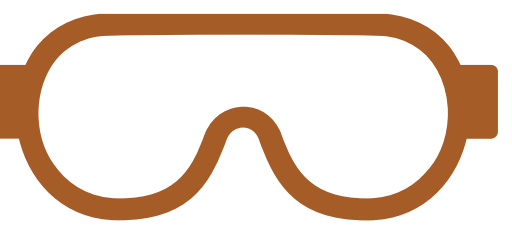| ABC Notes				
Student: Harold Grade: 9th				
Date/Time/Duration	**Activity**	**Antecedent**	**Behavior**	**Consequence**
10/11/13 9:35am 5 minutes	Language Arts	Individual task given	Talks to Peers about off task topic	Given Reminder by the teacher to work quietly
10/12/13 11:20 am 10 minutes	Small Group math	test	Chatted with peers	Asked to leave the class
10/12/13 1:30 pm 5 minutes	PE	Volleyball game team selection	Refused to be on the team picked for	Chose not to participate
10/15/13 9:35am 5 minutes	Language Arts	Individual task given	Talking loudly about inappropriate topics	Other students laughed Asked to leave class
10/17/13 1:20 pm 5 minutes	PE	Running the track	Refused to run, walked with students not in his class on the field	Encouraged to run but wouldn't
10/18/13 9:35am 5 minutes	Language Arts	Essay assignment	Went on laptop to not approved websites, showed other student	Would not leave the website
10/21/13 11:20 am 5 minutes	Math	Individual work Algebraic Expressions	Talked to peers about off topic conversation	Started work but kept talking

Example of ABC Data
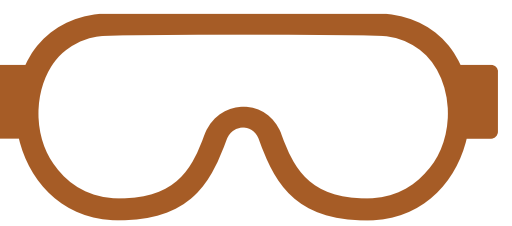
QUALITATIVE DESIGNS

➤ A group process the allows views of multiple people

➤ Structured to allow minority views and differences of opinions

➤ Investigate unanticipated discussion points

(Kapp & Anderson, 2010)
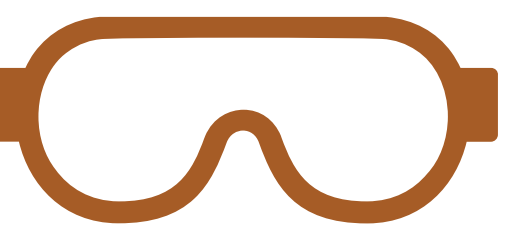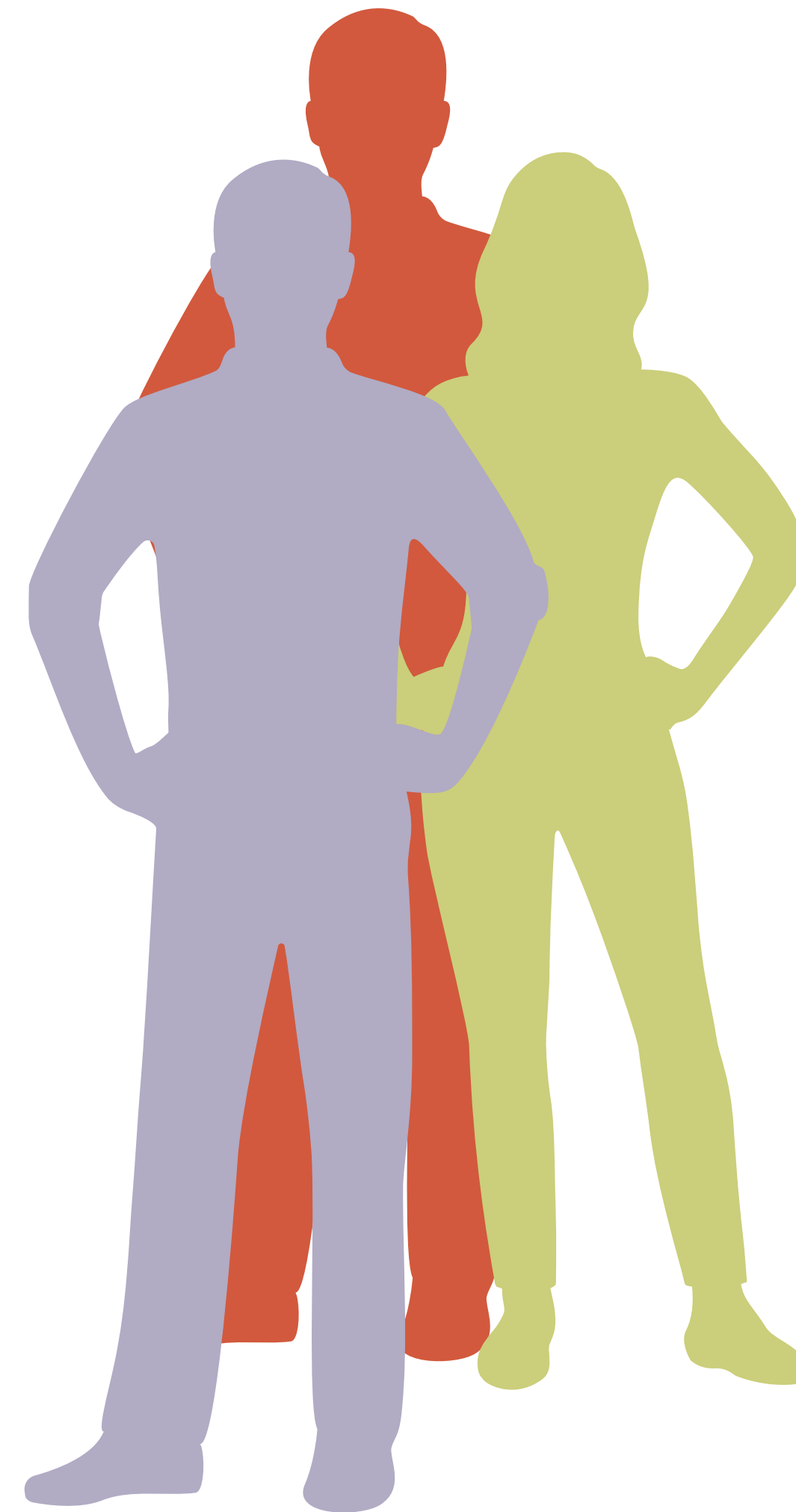
Focus Group Interviews
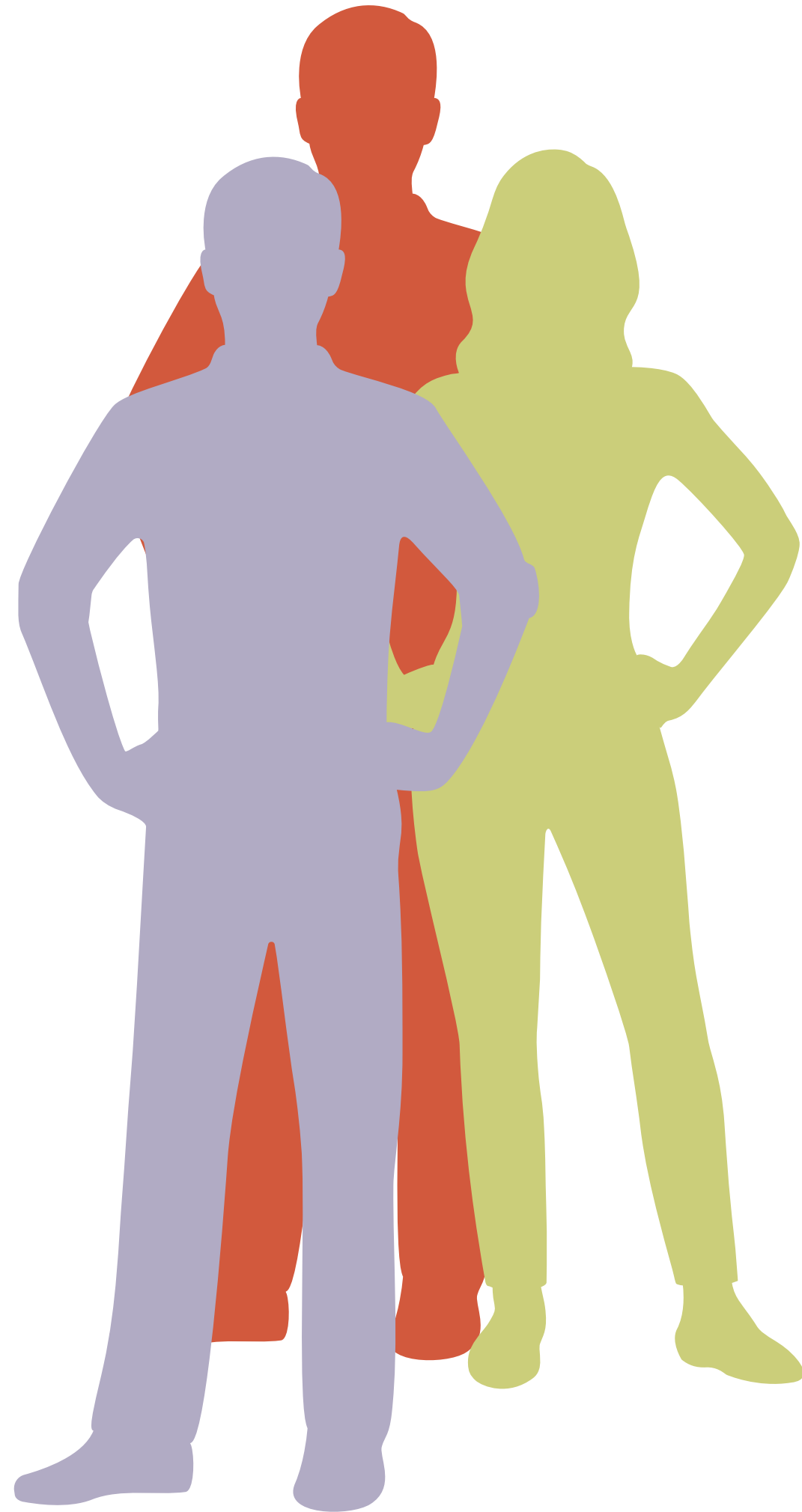
➤ Paraphrase and restate comments frequently

➤ Seek other opinions (ask group for agreement). Attempt to engage all parties.

➤ Review positions of the entire group and verify that you have understanding

➤ Open floor for other areas of interest of the group

➤ Don't be afraid to control discussion, and move on when somebody is not sharing the talking

➤ Move discussion from heated argument bye naming the positions and moving on

(Kapp & Anderson, 2010)

Record critical events and information that comes up through processes

FIELD NOTES

48-Page Memo Book
Durable Materials / Made in the U.S.A.

QUALITATIVE DESIGNS

(Kapp & An*(Kapp & Anderson, 2010)*

1 Orientation:
discussing PAR, its values, tenets, principles, practices, and processes

2 Entry interviews:
Co-researcher voice in developing agendas and describing needs

3 Six co-designed sessions:

* Understand how trauma impacts students
* Limiting re-traumatization within the classroom
* Methods for increasing resiliency factors for students
* Engaging in self-care and burnout prevention to reduce the impact of secondary trauma
* Evaluate and implement ideas for promoting systematic changes within a classroom and school-wide
* Develop a tool or recommendation for how other school staff could create similar growth in other schools

6 Co-Researchers

3 School Social Workers
2 Behavior Interventionist Teachers
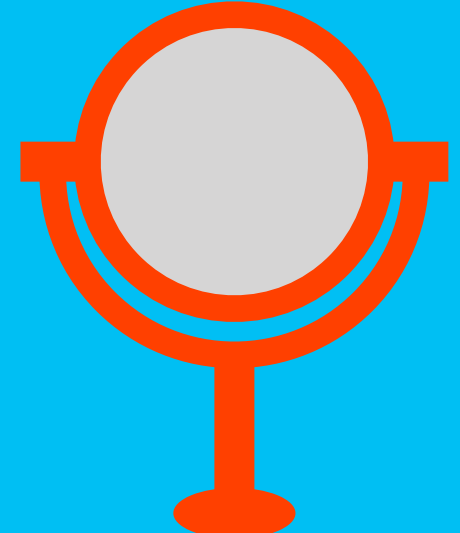1 Para Educator

OVERVIEW OF STUDY PHASES
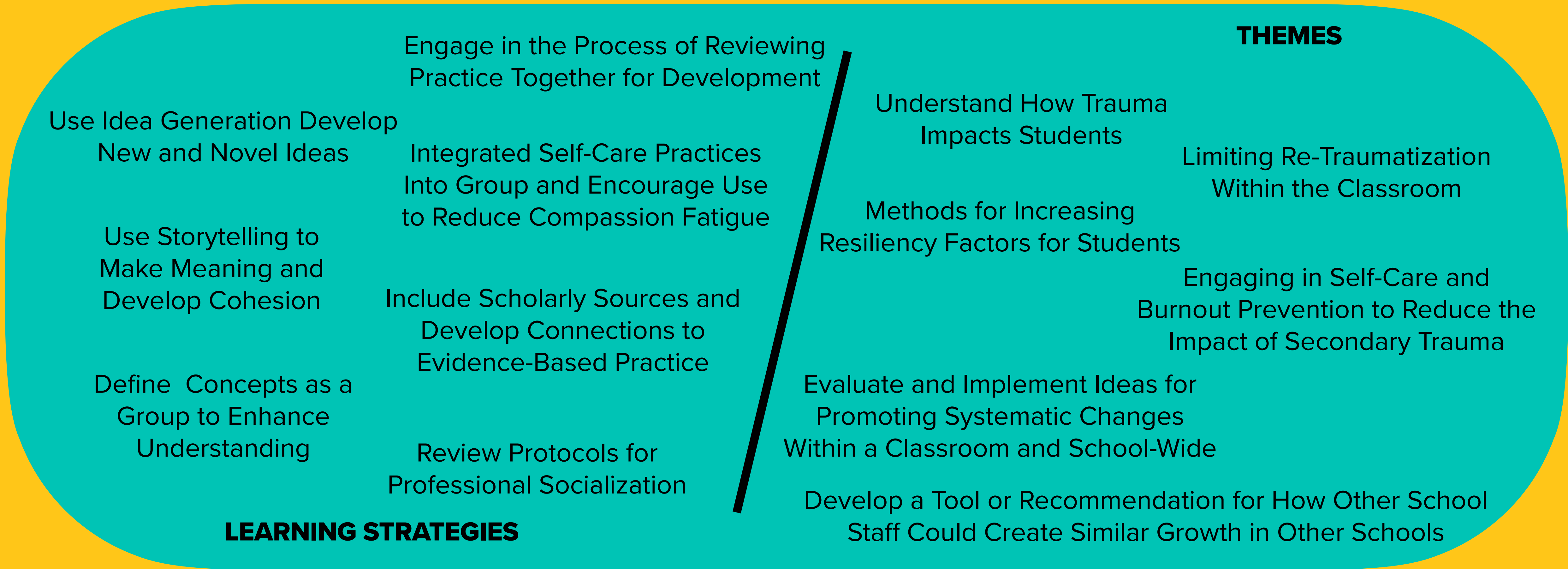
(Campbell, 2023)

Embed in dialogues

Group Book Study

Self-Care Activity

Exploration, Reflection, and Action

THEMES

Engage in the Process of Reviewing Practice Together for Development

Use Idea Generation Develop New and Novel Ideas

Integrated Self-Care Practices Into Group and Encourage Use to Reduce Compassion Fatigue

Understand How Trauma Impacts Students

Limiting Re-Traumatization Within the Classroom

Use Storytelling to Make Meaning and Develop Cohesion

Methods for Increasing Resiliency Factors for Students

Include Scholarly Sources and Develop Connections to Evidence-Based Practice

Engaging in Self-Care and Burnout Prevention to Reduce the Impact of Secondary Trauma

Define Concepts as a Group to Enhance Understanding

Evaluate and Implement Ideas for Promoting Systematic Changes Within a Classroom and School-Wide

Review Protocols for Professional Socialization

Develop a Tool or Recommendation for How Other School Staff Could Create Similar Growth in Other Schools

LEARNING STRATEGIES

Follow Mutual Aid Model

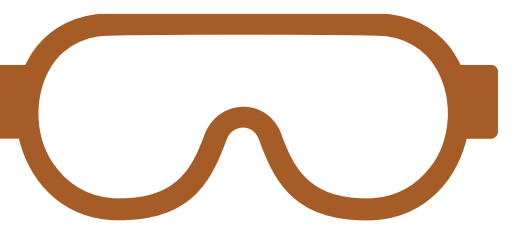Incorporate an Interdisciplinary Framework

COMPONENTS IN BUILDING A TRAUMA-INFORMED PLC

(Campbell, 2023)

CREATING A CUSTOMER SERVICE QUESTIONNAIRE

- How well does the instrument fit the service setting?

- Does the instrument provide an overall assessment or is it more topic specific?

- Does the language fit my population?

What would it look like

What questions would you include

What benefit would it have

DEVELOPING A CONSUMER SATISFACTION

For Heritage BASW Program