Adapting Research Designs to Encourage More Use of Qualitative Methods

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Abstract

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Research methods are changing and developing because now research activities are directed at a more diverse audience. The social creation of knowledge that must occur with successful research needs effectively communicate across cultures. Innovative qualitative methods research designs are well adapted to changing audience realities in social science. Qualitative methods research designs have an ability to analyze a wide range of subjects. Without excessive validity concerns, authentic opportunities exist for innovative research designs. The usefulness of qualitative methods research designs in teaching research methods is analyzed in this paper.

Four examples of qualitative methods research designs are presented. These research designs emphasize important features and creative issues influencing developments in qualitative methods. The first research design is a hermeneutics analysis of a soap opera. This research design questions how effectively conclusions about European Union can be obtained from narrative analysis. Some useful ideas can be gained about national disposition to EU from using soap opera as data. The second research design has the objective of analyzing differences in the 2016 electorate because of more media choice possibilities. Images of media choice and the 2016 election chosen by theoretical sampling comprise the data for this research design. The ability qualitative methods have to recognize faint patterns in data is presented in this research design. The research found that media choices are permanent decisions. Android devices are gaining in influence impressively among younger voters. The third research design works with a question of a survey asking for the opposite of "free expression" and "opinion leader." Data was analyzed with a cognitive map. The x axis was a continuum from personal restrictions to personal freedoms. The y-axis represented values from governmental to non-governmental. Using interpretive abilities the researcher located each response on this cognitive map. Where Internet had substantially follow a term, "free expression," there was consensus about the opposite phrase. "Opinion leader" was not followed on Internet and no consensus about the opposite term appeared in the data. This aggregate cognitive mapping led to the conclusion that Internet had a substantial influence on cognitive development. The fourth research design followed how mainstream media and social media interact in present-day agenda-setting. A narrative of images about present-day agenda setting constructed with theoretical sampling comprised the data for the paper. The ability qualitative methods have to change preconceived ideas is exemplified in this research design. The findings produced concluded that fake news was becoming a substantial factor in electoral conflict. Agenda setting was reasoned to be influenced by the reaction occurring between mainstream media and social media.

Social science research depends on the social creation of knowledge. Research designs such as those presented in this paper have the potential to involve students with an audience for creative methods efforts. Emphasizing the importance of creativity in research design, encourages students to imagine accomplishing something meaningful with social science. Social science methods success becomes attainable. Learning to use interpretive strengths enables students to more effectively comprehend research they read and to attain success with their own research.
Adapting Research Designs to Encourage More Use of Qualitative Methods

Social science research has a wider audience now than in preceding decades. Globalism has created more audience for social science analysis than would once have been imagined. Research methods are changing and developing because knowledge building activities are now more directed at diverse people. The objectives and techniques of social science research are ever more aware that all those who interest in results do not share the same cultural identity. The social creation of knowledge that must occur in successful research approves research methods that effectively communicate across cultures. The innovative research designs that qualitative methods allows are well adapted to social science’s changing audience. Political science education needs to accept this change in reality and encourage more productive use of qualitative methods.

The wider audience that now exists for social science research causes acceptance of new evaluative standards. Research designs that reason well across diverse cultures have become significantly more important. The larger, more diverse audience following social science research requires innovation in cognitive and communication skills. Some research conventions have become inappropriate for research problems presented to a global audience. Research designs that define research questions and establish objectives comprehensible to diverse people reasonably gain approval.

The number of people who use social science research methods for various purposes is continually increasing. Qualitative methods have had a substantial influence in freeing social science from the requirements for resources and organization that adversely affect quantitative methods. The adaptability of qualitative methods to many applied settings has vastly increased the number of people who regularly use social science methods. Production of social science knowledge is influenced not
only by ingenious research designs. More people attempting to use qualitative methods is a second factor.

Educators confront an opportunity to positively affect developments in methods that networks and globalism are producing. Qualitative method's emphasis on research designs appropriate for the research problem has implications for educators. Realizing the possible gains from qualitative method's ability to effectively analyze a wide range of subjects is an imperative.

Quantitative methods has almost inevitably followed demands for validity in results. The consequence of the demand for validity has been to discourage all but a limited number of research subjects. In contrast, qualitative methods has the ability to focus on developing concepts allowing a vastly greater number of research possibilities. The educator needs to acquaint learners with the versatility and strength of qualitative methods.

The educator's responsibilities include connecting learners with emerging evaluative criteria that identify effective social science. The importance of developing appreciation for evaluating on the basis of social creation of knowledge is much greater because of networking and globalism. An improve consciousness about how social processes happen in knowledge creation is required. The strengthened concepts and perspectives that research intends to produce need to resonate with the audience. Those the researcher is addressing are now more global than in preceding years. Educators need work with prospective researchers to improve perspectives on reaching diverse audiences. Evaluation of social science research need be increasingly conscious of whether research succeeds in communicating with those now following social science research findings.
Adapting research designs to the emerging audience for social science research can produce positive methodological developments. Qualitative method's astounding ability to contribute to the social creation of knowledge cannot be underestimated. Research designs that actively involve a large and diverse audience can accomplish significant results in the development of concepts about research subjects. Methods education must assist learners appreciate that meaningful research objectives can be achieved.

This paper is substantially about the ethnomethodology of attaining optimal results in qualitative methods projects. There is a belief throughout this paper that if the methods learner better follows the process by which social science research happens then gains in research ability occur. Encouraging more qualitative methods with awareness of globalism and interconnectedness is presented as both a good teaching strategy and a positive idea likely to produce better research. Audience consciousness is required for methods to succeed. Fortunately, qualitative methods allows the researcher many possibilities in designing research that resonates with the audience for social science.

Several qualitative methods research designs are presented as examples in this paper. Following how these research designs happened and their objectives provides ideas about how to encourage learners to make more use of qualitative methods. The range of subjects that can be researched is significantly greater with qualitative methods. Adaptability of research designs to increasingly global and interconnected audiences is substantial. Possibilities for developing conceptual understanding of research questions is impressive. The improve potential for research possible only when quantitative concepts such as validity are relegated can make a profound impression upon learners.
Traditional quantitative methods has always stressed making replicating research possible. Qualitative methods have some continuity with research experiences from earlier eras with regard to imagination of successive research activities. Recognizing this truth, the qualitative methodologist can be creative as his efforts produce positive knowledge gains about the research subject. Knowledge management is better understood now than in preceding decades. Building concepts is a recognized activity with more importance now. Reasoning from examples, this paper intends to encourage more creative use of qualitative methods.

Four Qualitative Methods Research Designs

The objectives of social science research are multifarious. Some researchers are believers in validity. To these individuals, research needs replicate the social reality. This research tradition is strongly rooted in the past when there was an imagination that successful research accomplishments would combine to create a composite, scientific description of behavior. To these researchers, the important task was accepting excellent research and rejecting weaker achievement. Only the research with the greatest validity warranted inclusion in the accomplishments of social science.

Slowly, a realization occurred that the range of subjects that could be researched with a substantial emphasis on validity was limited. Relying upon statistically significant findings meant researchers substantially defined the subject being researched before research began. Following ideas that were not amenable to producing validity results was not possible. The ingenuity of researchers was stifled unless they could connect their ideas to the concept of validity.
Instead of a composite picture of social reality being produced, perilously little development in social science reasoning occurred. Beyond a few well-trod subjects, the vast universe of human interactions and political happenings was largely left unexplored. This failing of validity based research with an emphasis on statistics became recognized to more and more people. The reluctance social science had to follow ideas intuitively had become the hallmark of research activities.

The late 1960s saw a resurgence of techniques almost forgotten from the first decades after 1900. Instead of validity, emphasis shifted to concern about if research were following the ideas and reasons of those being researched. Evaluation of research success ask if data had changed the researcher's preconceptions about the research subject. Conceptual development became more important than validity. Experts disputed the possible adverse effects of excessive concern about validity. The intuitive interpretive and constructionist skills of the researcher were recognized as more important than validity issues.

Qualitative methods with an emphasis on creativity and active pursuit of knowledge became increasingly aware of the diversity of possible research subjects. Applying research techniques to all sorts of subjects became recognized and credible as social science. Now, the vast possibilities for developing new understandings were realized. Social science methods allowed researchers to follow their intuitive ideas and add to the accumulation of knowledge.

For educators, these developments offered great opportunity as research could be understood as useful in diverse practical realities. Learners could more readily perceive research objectives in terms of their own cognitive organization. Questions and concerns about the reality they confronted occurred to them, and now research methods could be recommended as how to better appraise conditions. The
The research designs that follow exemplify how learners can find qualitative methods an activity they like and with which they identify. Those who believe that social creation of knowledge is important to successful research methods can readily imagine the importance of innovative research designs. All four of the following research designs involve students in the imagination process requisite for successful qualitative methods. These four research designs were originally presented in the author’s academic papers.

**Research Design One – A Hermeneutics Analysis of a Soap Opera**

The first research design happened in an attempt to decide if qualitative methods had an ability with extreme hypotheses. Could soap opera data be used to produce results useful in analyzing European Union's future? As this qualitative research design begins, there is data and a research question. While the data is orthodox enough narrative data, deciding if the data is appropriate for commenting on European Union's future is uncertain. Several ideas from the development of qualitative methods need to be introduced to resolve if the suggested research design is tenable. (Mitchell, 2012))

Narrative data is well accepted by qualitative methods. Experts such as Czarniawska have encouraged beliefs that narrative can support complex knowledge building. Czarniawska explained, "Explanations are possible because there is a certain teleology - sense of purpose - in all lived narratives." "A student of social life...needs to be interested in narrative as a form of social life, a form of knowledge, and a
form of communication." (Czarniawska, p. 13) Narrative emerges from its social reality, adopts a
cultural form of communication, and reflects the process of exchanging knowledge in society.

Theoretical perspective could also be used to defend the appropriateness of the research design for the
EU research problem. Identity developments can be considered a mass phenomena. Conditions can
affect narrative identity of people throughout society. A soap opera causes each person to develop his
own narrative identity. This self explanation is influential in how a person cognitizes himself. The
coping strategy individuals pursue as they confront adversity can be explained by narrative identity. As
a theoretical perspective, cultural identity development allows reasoning from a soap opera narrative to
societal phenomena such as attitudes towards EU's development.

Following cultural identity development with a soap opera has some properties of critical methodology.
Whenever the methods literature uses the word critical before a methodology, the meaning is that the
research process is intertwined with meaningful social action. Critical methodologies recognize
situations where the researcher is himself involved in attempting to produce social change. Kemmis
and McTaggert explain, "Critical action research expresses a commitment to bring together broad social
analysis--the self-reflective collective, the way in which language is used, organization power in a local
situation, and action to improve things." (Kemmis and McTaggert, p. 273)
### Narrative in Images

| In two hours, MacMurphy, the Irish Panther, will fight against Black Rock, who will knock him to the ground. |
| Did you know that we're not allowed to drive a car next Sunday because fuel is running short? |
| How old was the newspaper? |

### Narrative in Words

<table>
<thead>
<tr>
<th>Narrative in Words</th>
<th>Character's narrative identity</th>
<th>Audience narrative identity</th>
<th>Psychosocial concept of generativity</th>
</tr>
</thead>
<tbody>
<tr>
<td>In two hours, MacMurphy, the Irish Panther, will fight against Black Rock, who will knock him to the ground.</td>
<td>Charlie – I follow humor.</td>
<td>Together our different reasons, ideas, and causes produce more and better outcomes.</td>
<td>Respect how the urban environment can bring different ideas together.</td>
</tr>
<tr>
<td>Did you know that we're not allowed to drive a car next Sunday because fuel is running short?</td>
<td>Andi – More normal all the time.</td>
<td>Art has powerful fascination.</td>
<td>Artifacts of culture are invaluably interpersonal.</td>
</tr>
<tr>
<td>How old was the newspaper?</td>
<td>Charlie – Art is richly super.</td>
<td>We are nearly as good has ever in art.</td>
<td>We are the cultural diversity of the world.</td>
</tr>
<tr>
<td>Charlie Schneider looks at an art auction book.</td>
<td>Andi - Charlie knows I like her interests.</td>
<td>Agree about the value of culture.</td>
<td>Art makes the people look good to each other together.</td>
</tr>
<tr>
<td>A statue of a Hindu Love God is to be auctioned.</td>
<td>Oh, a four-handed elephant! Wow.</td>
<td>Andi – I might appreciate art, too.</td>
<td></td>
</tr>
<tr>
<td>Andi, Olli, and Charlie admire that statue in the auction book.</td>
<td>A Hindu god of love. The legend says the owner of the god will find the love of their life.</td>
<td>Olie - Everything haute is so good.</td>
<td></td>
</tr>
<tr>
<td>A Hindu god of love.</td>
<td>I am into art!</td>
<td>Charlie - Art is my friend.</td>
<td></td>
</tr>
<tr>
<td>Charlie – Art is richly super.</td>
<td>Andi – I am a status person, but this much?</td>
<td>Agree about the value of culture.</td>
<td></td>
</tr>
<tr>
<td>Andi - Charlie knows I like her interests.</td>
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<td></td>
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</tbody>
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### NoLimits in Dusseldorf.

- Charlie – I follow humor.
- Andi – More normal all the time.

### Audience narrative identity

- Together our different reasons, ideas, and causes produce more and better outcomes.
- Art has powerful fascination.
- We are nearly as good has ever in art.
- We are the cultural diversity of the world.

### Psychosocial concept of generativity

- Respect how the urban environment can bring different ideas together.
- Artifacts of culture are invaluably interpersonal.
- Art makes the people look good to each other together.
<p>| Daniel and Helen admire the statue | He's said to perform four miracles with his four arms. And with each miracle you'll get a step closer to your true love. | Daniel – Cool people and reasons are with me. Helen – Have I reasoned again? | If an interpersonal answer shows up, welcome the positive possibility. | Haute is a catalyst for relationship. |
| Daniel, Jessica, and Olli discuss boxing in NoLimits | It'll start in 10 minutes. MacMurphy against Black Rock. You're interested in boxing? Hello?! Topless men giving each other bloody noses...Can it get any better?! | Jessica - I have got all my bases covered. Daniel – She is aware of me. Olli – All the cool people. | Be open to the possibility of hearing something surprising good. | Cultivate the anticipation that another will speak positively to you. |
| The auction begins. | Ladies and Gentlemen, up next is the highlight of this auction. Devah Semara, the god of love. A sculpture from the early Khmer Empire found in present-day Cambodia, and fully restored. | Charlie - Super establishment is me. | Respect culture's affluence. | The past's treasures are sure bets. |
| Charlie Schneider bids on the Hindu Love God statue. | Let me guess: you've dreamt about him all night ..and of his four hands. Don't be jealous. If I get him, I'll perhaps lend him to you sometime. We have a bid of 16000 euros. | Ollie – My aunt's money is showing. Charlie - I love my influential ability. | Questions if there are possibilities in strange tricks of winning. | Proforma over substance is awesome. |
| Ansgar von Landstein bids against Charlie from Majorca, Spain. | Come on, Ansgar. 17000. 18000. 19. 22. 24. 28000. | Ansgar - establishment, privilege, establishment, privilege. Emilio – as a young man, I am with the people who are the people. | Remember the power of establishment. | Incoming reasons can upset our plans. |</p>
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<th>Event</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Düsseldorf, Charlie continues bidding the statue price upward.</td>
<td>Olli, I want this love god. 39000 euros.</td>
<td>Charlie - a bit of compulsiveness is a luxury I can afford. Old stratagems win, even when their winning isn't now. Find someone who could can expenses should the establishment's lose.</td>
</tr>
<tr>
<td>In Marjorca, Emilio Sanchez demands more money from Ansgar to continue bidding.</td>
<td>What's up?! Get on the phone! Say, if all the women always want more - Yeah? Then what? Then I need a bit more, too. I assume the bidder on the phone changed his mind?</td>
<td>Ansgar - I am powerful. Emilio - You're powerful. I am powerful, as well. Separate the trivial from the sublime in estimating outcomes. No one is that certain who the gainer really is.</td>
</tr>
<tr>
<td>Emilio places Ansgar's winning bid by telephone.</td>
<td>You know, you're the guy who has money. I'm the guy who has time. Talking about time ...nice watch! 39000 going once. Going twice.</td>
<td>Ansgar - Winning is my idea. Emilio - I recognize the practicality in this situation. Do not overlook distant friends. Team work prevails where individual effort might fail.</td>
</tr>
<tr>
<td>News of Ansgar's successful bid is received in Majorca.</td>
<td>Now, you'll put an end to this with this sum, okay? 100000 Charlie! Here I am look at me! Charlie! Hey!</td>
<td>Ansgar - Having the ability (money) is my self-actualization. Emilio - I sound like the richer one. The connections backward can prevail. Listen for news from the homeland.</td>
</tr>
<tr>
<td>Olli consoles Charlie when she is outbid for the Hindu love god.</td>
<td>100000 going once. Going twice. Going three times. Sold to the bidder on the phone. Congratulations.</td>
<td>Charlie - I really do make an excellent impression following art. Always look like you guessed the outcome before the outcome happened. Remember, those who compete deserve praise, as well as the winners.</td>
</tr>
</tbody>
</table>
Learners experience positive reinforcement about qualitative methods following this first research design. Narrative analysis has been presented as a technique that has substantial approval. The possibilities for reaching results about profound social phenomena from narrative analysis appears authentic. Learners have been presented a useful way of commenting reasonably on questions of interest. Theoretical perspective has been introduced as learners are encouraged to look at soap opera narrative from the perspective of cultural identity development. The research activity has been infused with critical methodology properties. Because the researcher may experience some change in his own cultural identity, interest and involvement in the research activity is that much greater.

The data presented in Figure One is derived from the German public television soap opera Verboten Liebe which consists of several loosely interconnected dramatic themes. The narrative data in Figure One is from the Christian and Oliver (C and O’s) sub theme first broadcast in Germany in November 2007. Internet personalities, Ichglotzutube and Mercury May, uploaded edited and subtitled versions of soap opera episodes to YouTube between November 2007 and December 2011. The data in Figure One was uploaded to Internet by Mercury May about December 17, 2011.

The interpretivism of this data is assisted with hermeneutics analysis. As Figure One, presents, each line of dialogue is analyzed as to effect on character's narrative identity, audience's urban myth identity, and the psycho-social concept of generativity. This type of analysis is thought to improve the researcher’s ability to reach interpretively derived conclusions from data.

The conclusions possible with this research methodology about EU pertain to how acceptable Limitless expansion is to Germany. The bar and coffee house where much soap opera action occurs is named No Limits. There is a possible suggestion in that name. Various ways of analyzing the narrative indicate
there is a continual theme about where to draw the line about the acceptable and tolerable. When one watches these dramas, one is conscious that they could be about an imagination about a limit. The increasing size of EU may present German cultural experiences with a dilemma.

A second theme discernible in the soap opera episodes is about the issue of wealth and prosperity. The characters in the drama pride themselves on their economic ability. Social groupings of people are observed satisfying their needs and self-actualizing in cooperative activities. An image of a culture that is affluent and self-sufficient emerges from these dramas. There is a message in C and O’s is that German prosperity is happy for the homeland. After watching these dramas, one would certainly be cautious to suggest a scheme that would equalize German prosperity with EU countries to the east and south.

The conclusion that could be drawn using interpretivism from the C and O’s data is that EU may not be as permanently happy as many have imagined. C and O’s appears to encourage the German audience not to forget to maintain options with regard to EU. The idea there is unquestioning acceptance of EU in Germany is controverted by C and O’s. The audience appears cautioned that national culture is closely linked to most of the positive economic and political success presently enjoyed in Germany.

**Research Design Two – An Image Narrative about Social Media and Identity**

The second research design uses images chosen by theoretical sampling to create a narrative about media and identity. The research question being analyzed with this data is how the 2016 electorate is different because of the importance of media choice. From a methodological perspective, this example questions if qualitative data is useful for discovering faint patterns. When methodologist object to mixed methods research designs, they sometimes cite quantitative methods excessive reliance on
validity. Making use of the aptitudes of researchers for interpretivism and constructionism need be allowed without troublesome validity concerns. Where data patterns exist but are difficult to detect, qualitative methods may be the answer. Qualitative methods ordinarily accepts that the unique aptitudes of the researcher are essential to successful research. Qualitative methods is concerned about realizing the gains possible from discerning almost indecipherable patterns in data. Faint patterns may be interpretivism's forte. (Mitchell, 2017)

2016 was the year when the millennial generation reached the ballot box. The preceding eight years had seen a significant transformation in America. The promise of globalism had substantially been attained. There was among the voters a significant realization that change had occurred and that there was no turning back. A substantial variety of electronic media was in the hands of everyone. Political events did not happen in 2016 that were not mediated by pervasive computing. Android was already claiming to have pushed windows out of their dominant position as operating system leader. Handheld devices, now, rivaled the sophisticated desktops of a short five years preceding.

Better understanding the substantial redefinition of electoral politics in progress in 2016 is the objective of this research design. Theoretical sampling has happened in the creation of Figure Two. An idea that has substantially influenced the theoretical sampling is the "new news cycle." How mainstream media interacts with social media is an important concern of this analysis.

A perception that concepts are weak in presenting the "new news cycle" and the reality that millennial generation voters accept made theoretical sampling purposive. Following the norms of qualitative methods, Figure Two happened in a belief that the results would develop knowledge useful in improving concepts for analyzing this phenomenon. Some small developments in how to
conceptualize omnipresent communications devices and voting was anticipated as possible with this technique.

Figure Two
Images Creating a Narrative about Media and Identity
WHO’S WINNING THE SOCIAL MEDIA RACE FOR YOUR VOTE?

ELECTION 2016

THE CONVERSATION PRISM

Did Social Media Predict the 2016 Election Results? #surprised? #notsurprised
The findings for this research project were derived from both the qualitative data in Figure Two and some quantitative data from secondary sources. Combining qualitative and quantitative data in the project’s research design produced mixed methods research. For purposes of this paper, the question is whether the qualitative data in Figure Two contributed usefully to the eventual mixed methods conclusions. The phrase in qualitative methods "constant comparative analysis" is useful in evaluating the analytic contribution of Figure Two. Literally, "constant comparative analysis" means to follow the same data over and over until adequate meaning occurs to the researcher. Images in Figure Two could be analogized to a lens which sharpens the researcher's perceptions of sensitive issues about generations and pervasive computing.

Introducing learners to constant comparative analysis is an important idea to Corbin and Strauss. (Corbin and Strauss, 2008) Productive research can result from the qualitative methodologist continually analyzing the same data. Concepts may not at first be readily apparent. Many subsequent analyses may be requisite before the significance of data is thoroughly appreciated. Constant comparative analysis is one of qualitative methods most useful ideas for producing meaningful developments in concepts about a phenomenon.

The eventual conclusions this analysis reached focused upon an increasing acceptance of virtual campaign reality. Quantitative data that established differences in age groups and campaign media choice was influential. The contributions of the qualitative data in Figure Two cannot, however, be underestimated. The idea the analysis developed was that virtual campaign reality was the important motivating factor in 2016. Given the nature of age group media choices and continual ICT pervasiveness, implications about the stability of the 2016 election phenomenon appeared significant. Quantitative data alone could not have produced these conclusions. Qualitative data derived from
theoretical sampling and analyzed with constant comparative analysis proved invaluable in accomplishing the objectives of this research design.

**Research Design Three – Cognitive Mapping of Opposite Response Words**

The third research design attempts to use cognitive mapping to present aggregate belief systems. Cultural changes, such as those brought about by ICT’s development, were thought of as possibly observable with this type of cognitive analysis. The technique is interpretive analysis of open-ended responses from interviews and surveys. The researcher creates two axes, x and y, with two concepts of theoretical significance to the research objective. Coding decisions are made interpretatively assigning each response to a location on the developing graph. The values the response represents on the theoretical axes determines where the response is located on the graph. When many responses to the same question are so graphed, an aggregate cognitive map is created. (Mitchell, 2009)

The phenomenon presented with an aggregate cognitive map has been termed “collective intelligence” by Landemore. Collective intelligence has been used to explain why democracy succeeds. This phenomena is alternatively known as distributed intelligence. Collective intelligence has also been explained as a statistical phenomena call "the miracle of aggregation." Landemore explains, "A few inform people in a group are enough to guide the group to the right average answer, if uninformed people's answers are randomly distributed and thus cancel each other out." (Landemore, 2008, pp. 4-5)

Morris explains another possibility for using cognitive studies to discuss the conditions that allow democracy to flourish. "The ways people comprehend, come to understand with one another and embody the relationship between knowledge and social action are authentic concerns of cognitive
studies." A political dimension can be understood as cognitive structure is explained as, to some extent, culturally determined. (Morris, 2008, p. 10)

A reoccurrence theme in evaluating the potential usefulness of qualitative methods is about the ambitious possibilities of the technique. Can research designs that analyze European Union's future or consider ICT's influence on the stability of the electorate be attempted? The third example is likewise evaluative. Can the qualitative methods researcher attempt cognitive mapping and gain some concepts about the connection between knowledge and social action. Figure Five is a cognitive map of responses identifying an opposite word to freedom of expression. Figure Six is interpretively created to analyze opposite responses to the phrase opinion leader. The methodological objective of both figures is to improve concepts about how democratic culture is reacting to substantial ICT innovation.

The x axis in Figure Five is a continuum from personal restriction to personal freedom. The y-axis presents differing values ranging from governmental to non-governmental. Responses to an open-ended question asking for an opposite to the phrase "free expression" were located interpretively on this cognitive map response reasoned the x and y axis. Figure Six follows the same procedure for opposite response words to the phrase "opinion leader." The same continuums personal freedom - personal restriction and governmental hyphen non-governmental were used in Figure Six.
Figure Five
An Aggregate Cognitive Map Presenting
Opposite Response Words for “Free Expression”

[Diagram showing a cognitive map with nodes such as 'absolute', 'Big Brother', 'control', 'censorship', 'national override of Internet', 'Internet censorship', 'web filtering, limited access', 'monitored expression', 'control of the media', 'political correctness', 'compulsory actions', 'limited expression', 'muzzle', 'law and order', 'Internet', 'e-government control', 'right to debate ideas', 'guarded speech', 'free speech zones', 'campaign finance reform', 'accountability', 'a right', 'anarchy', 'corporatism', 'free idiocy', 'Internet', 'bread and circuses', 'blog', 'opinion based leaders', 'hippies', 'voyeurism', 'N=114']
Figure Six
An Aggregate Cognitive Map Presenting
Opposite Response Words for “Opinion Leaders”
The results of analyzing this data are concepts possibly useful in presenting the influence of more pervasive ICT on democratic culture. When Figure Five and Figure Six are compared, a discernible difference emerges between the two figures. The first phrase, "free expression," could be theorized to have undergone significance societal definition as a result of respondent's active involvement with Internet free expression issues. The second phrase, "opinion leaders," has not been the subject of so much issue discussions. The aggregate cognitive map of free expression presents a substantial agreement among respondents about the opposite concept. In contrast, no such agreement is present about the opposite concept for opinion leaders.

The aggregate cognitive mapping in this example allows the researcher using qualitative methods coding techniques possibilities for presenting a reasonable representation of cognitive processes occurring in a group. Changing environmental conditions such as transformational ICT or global warming create influences on politics. Cognitive mapping offers the researcher a technique for analyzing how cognitions are different as a result of these changing conditions.

For learners, aggregate cognitive mapping offers excellent possibilities for developing understandings about qualitative methods. Theoretical coding is intuitive and useful in learning about theoretical sampling and other qualitative methods ideas. There are some authentic educational possibilities in allowing several students to create aggregate cognitive maps such as Figure Five and Figure Six. Comparing and contrasting the results different student interpretivist produce would allow an excellent qualitative methods discussion. The importance of aptitude and creativity in qualitative methods could so be presented to learners.
Research Design Four – A Narrative about Agenda Setting

The fourth research design has the objective of improving concepts about mainstream media’s changing influence in agenda-setting because of virtual political reality. For decades, political science has interested in why some issues reach the political agenda and others do not. Social networking is likely having some influence on what succeeds in becoming political agenda. This research design intends to strengthen concepts and possibly allow conclusions about how virtual political reality is changing agenda setting. (Mitchell, 2018)

Possibly, the most important feature of virtual political reality is the increasing number of people who are concerned and involved with politics. The public sphere is an eighteenth-century concept that focused on politics emerging from coffee houses, salons, and other public places. The mass media strength of radio and television is thought to have kept people at home eclipsing the public sphere. Virtual political reality has now caused us to witness a resurgence of public sphere. (Cropf, p. 35) How influential virtual public sphere is becoming in political reality has become a major issue in political analysis.

Virtual political reality is thought to improve democratic responsiveness as norms of reciprocity and trust develop between government and citizens. The effectiveness with which mass publics effectively communicate preferences to political leaders improves. Likewise, citizen preferences are thought to be more frequently represented in public policy. (Hill and Matsubayshi, p. 215) The relationship between mainstream media and virtual political reality is complex. Rogstad, a media expert indicates, “Mainstream media, such as TV, radio, and newspapers, still represent the most important platforms for public debate and creation of the public agenda today." (Rogstad, p. 142) An important question in
analyzing the relative importance of various media becomes defining the salience of content received from virtual media. A research design about this subject needs to be attentive to improving ideas about the unique influence of cyber news presentations.

This research design used and inductive analysis of narrative data to allow some original observations about virtual public sphere and the agenda. Theoretical sampling was used to enable qualitative methods to follow the researcher’s idea with data. In this instance, the researchers hypotheses developed reflexively as data produced conceptual development. Images of political agenda and media were the data used in this research design. Because theoretical sampling was used, a large data set was not compiled. Rather, the researcher concentrated on putting data together that created a narrative. The results in data resemble a slideshow that a person might find on Internet. Figure Seven presents this narrative data.

This research design was deemed to be successful because the data had a profound effect on concepts about the phenomena being researched. Qualitative methods emphasizes the importance of the researcher gaining in concepts and understanding as a result of analyzing data. The data in Figure Seven accomplished that idea.
Figure Seven
2018 Images about Agenda and Media
As a result of this data analysis, some new directions in research were identified. The analysis of agenda and virtual public sphere found in literature needs to be reasoned again with more emphasis on fake news. Techniques for conceptualizing the liberal democracy and agenda setting in the present-day appear to miss how increasingly popular the fake news idea is. The emphasis on cooperation, reciprocity, and trust as the explanation for virtual political reality's success may be weakening. The strength of consensus about fake news is the variable that is changing ideas.

Somehow there is a reaction to people being asked to accept that politics are all being given over to the virtual public sphere. Maybe there is no acceptance that Facebook friends, Instagram followers, and Twitter followers invariably lead to political success. The equation that suggests the candidate with the most supports in virtual reality will always win is stirring up some opposition. Future analysis of agenda setting in the virtual public sphere needs to question how much of what is presently happening is reaction to prophecies of a dismal future dominated by virtual reality.
Conclusions

Four different research designs have been presented in this paper. All these research designs could be termed qualitative methods. These research designs have been presented because they exemplify the instructive capability of qualitative methods research designs. Each of the four research designs encourage learners to attempt interpretivism and constructionism. The creative side of research design has been emphasized. The versatility of qualitative methods in effectively analyzing subjects of authentic interest has been presented. Figure Eight summarizes the four research designs presented.

**Figure Eight**

**Summary of Four Research Designs**

<table>
<thead>
<tr>
<th>Research Design</th>
<th>research objective</th>
<th>data</th>
<th>analytic technique</th>
<th>conclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>improved concepts about attitudes towards European Union's development</td>
<td>the German public television soap opera <em>Verboten Liebe</em>’s Chistian and Oliver sub-theme</td>
<td>hermeneutics analysis and interpretivism</td>
<td>EU less harmonious than imagined, other options still important, no unquestioning acceptance of EU, and national culture linked to economic and political success</td>
</tr>
<tr>
<td>Two</td>
<td>better understanding the substantial redefinition of electoral politics in progress in 2016</td>
<td>images chosen by theoretical sampling to create a narrative about media and identity</td>
<td>narrative analysis and interpretivism</td>
<td>Virtual campaign reality was the important motivating factor in 2016. An increasing acceptance of virtual campaign reality. Age group media choice were an important factor.</td>
</tr>
</tbody>
</table>
| Research Design | developing concepts for analyzing how transformational ICT is influencing democratic culture | open ended responses where respondents are asked for an opposite phrase for “free expression” and “opinion leaders” | aggregate cognitive mapping and interpretivism | Internet’s involvement with the free expression has caused a societal definition or consensus about the meaning of “free expression.” Lack of such discussion about opinion leaders is found to produce low consensus about “opinion leaders.” Aggregate cognitive transformation relevant to democratic culture happens when Internet popularizes an issue.

| Research Design | improving concepts about mainstream media's changing influence in agenda-setting because of virtual political reality | images depicting agenda setting and media chosen by theoretical sampling | narrative analysis and interpretivism | Virtual political realities ability to create cooperation, reciprocity, and trust is weakening. There is consensus strength around fake new. Research needs question if there is a reaction to politics decided by Facebook friends, Instagram followers, and Twitter followers. |

An advantage of qualitative methods is that more research subjects can be accomplished with this technique. Getting away from requirements for statistical validity can produce meaningful social science. Assisting learners recognize the potential of qualitative methods encourages substantial
increases in the amount of social science research that happens. Research methods can reasonably improve the quality of all sorts of projects and reports. Research designs need to be presented that appear practical and productive.

Social science research depends on the social creation of knowledge. Research designs such as those presented in this paper have the potential to involve students with an audience for their research. As students perceive the importance of creativity in research design, their ability to accomplish something meaningful with social science becomes more likely. Qualitative methods succeed because some ordinary research conventions are adhered to as research is completed. The requirements for successful qualitative methods need not be elaborate, and learners can find how to improve their interpretive strengths enabling them to attain success with research on their own.

Unless one is able to develop research skills in others, the usefulness of methodological skills decreases. The ingenuity and creativity upon which social science is based is a learned ability. Adequate attention need be given to developing in others the capability to make social science meaningful. Efforts must happen to acquaint learners with their own potential to produce meaningful results. The qualitative methods research designs presented in his paper all have the ability to direct people to the possibilities attainable with social science research.
Bibliography


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