

UVH GRADUATE SCHOOL CONFERENCE, APRIL 11TH – 12TH 2017

PROGRAM AND CALL FOR ABSTRACTS

Dear PhD-students, UvH-staff and UvH Master students

Each year the GS-conference is organized by one of the clusters/chairs in collaboration with the GS-management; in 2017 *Research Methodology* is the organizing research group. This document contains the main lines of the 2017 conference program, procedures, keynote lectures and time schedule. See the call for abstracts on page 2!

Organizational set-up of the conference:

- Conference dates: Tuesday afternoon April 11th (14.00-17.00) – Wednesday April 12th (10.00-17.00).
- Conference location: University of Humanistic Studies, Kromme Nieuwegracht 29, Utrecht.
- The conference is open to GS-students, invited persons from related professional networks of PhD-students, UvH-master students and UvH-staff.
- There will be no external call for abstracts.
- Conference attendance is for free.
- The conference will be held in English (occasional exceptions only for presentations of professional network participants).
- The program consists of 2 keynote lectures followed by (panel) discussions, scheduled on Tuesday afternoon and Wednesday morning. Subsequently there will be 1 central poster session (presentations by GS1-students), and 2 time slots with parallel scheduled paper sessions (all on Wednesday).

Conference theme:

"The Role of Interaction in Research Practice and Research Methodology"

This theme will be the read thread of the **keynote lectures and panel discussions** and can be freely adopted by PhD-students and other presenters in their **oral presentations**.

The conference theme will be broadly applied and may include, but is not limited to, contributions that *relate research outcomes to experiences with*:

- Interactive research methods (e.g., interaction in interview and observation methods; flexible survey interviewing; interactive online data collection; etc.),
- Collaborative research procedures (like action research, and responsive research procedures),
- Interaction with stakeholders from the research context (like research financiers, involved organizations, gate keepers, the respondent's social environment, etc.),
- Impact of research policies of (university) employer or governmental administration.

The conference theme aims to bring focus to the conference program, but doesn't form an obligatory requirement each individual PhD-student presentation. PhD-students are very much invited to present their work also if it can't be related in some way to the conference theme.

Keynote speaker is prof. dr. Giampietro Gobo, research methodologist and sociologist at the University of Milan (see short bio below). 'Interaction' is a central theme in his methodological work and he will give two keynote lectures that deal with interaction in social research methods, embedded in a social and scientific critical perspective.

Main procedures for presenters and session organizers

- Though the main target group of the GS-conference consists of *GS PhD-students*, presentations (or other contributions) by *UvH Ma-students*, *UvH staff* members and invited persons from *PhD-students' professional networks* are welcomed too.
- All can submit either an *individual paper abstract* or a *session abstract*. No full papers are required.
- Presentations can be on *methodological issues or substantive issues* and may include – in particular for professional network participants – reflections on practices or policies.
- A session can be a mixture of presentations from different clusters and may include Ma-students and/or professional colleagues.
- The conference organization will group individual papers into sessions and may rearrange submitted sessions if required.
- In the unexpected case that more abstracts are received than can be scheduled, the paper and session abstracts of (candidate) PhD-students and invited persons from their professional network will be given priority.
- The final program including all abstracts will be made available online.

Call for paper abstracts and session abstracts

- In case of a **session abstract**: the intended session organizer or contact person submits a *session proposal* to the GS-conference organization, consisting of:
 - A session title, session abstract, 5 keywords, name and contact details of session organizer; and also for each presentation the title, abstract, 5 keywords, name(s) and e-mail address of the presenter/author(s). All abstracts are limited to 200 words.
 - A session consists of 4-6 presentations (and may include a discussant) fitting a time slot of 1,5 hour. In principle the session organizer coordinates and chairs the session (and can be one of the presenters).
- In case of an **individual paper abstract**: the presenter submits a *session proposal* to the GS-conference organization, consisting of:
 - A paper title, paper abstract, 5 keywords, name(s) and contact details of the presenter/author(s). The abstract is limited to 200 words.
- **Deadline** for submitting paper and session abstracts is *March 13th (Monday) 2017*. All abstract are to be **submitted** in a Word document to: GS-conference@uvh.nl

Specific remarks for GS PhD-students

- **Candidate PhD-students (GS1)** prepare a **poster presentation** within their regular GS1 course work and present their posters simultaneously in one timeslot (of $\frac{3}{4}$ hour).
 - **Please submit your poster abstract by March 13th to GS-conference@uvh.nl.** Containing (max 200 words): title, abstract, 5 keywords, name(s) and contact details of the presenter/author(s). The abstract will be included in the final program.
- You all - **GS1 and GS2+ students** - are welcome to submit **individual abstracts** but also are encouraged to form **your own paper sessions** (as explained above) around a shared topic. Discuss plans on this with your *cluster* and/or related colleagues.
- Also you all are encouraged to invite persons from your **professional network** to give a presentation and/or be a discussant (and the like) in a session. These professional participants can submit an abstract just like described above. If they have another contribution in mind, they are welcome to send a proposal to GS-conference@uvh.nl.

KEYNOTE SPEAKER PROF. DR. GOBO



Giampietro Gobo, Ph.D., is Professor of Methodology of Social Research and Evaluation Methods at the University of Milan. He holds degrees in Sociology (Msc) and in Methodology and Social Research (Ph.D.). Since 2016 his chair is established at the department of Philosophy, until then he was affiliated at the department of Social and Political Studies. For many years, he served as Director of the center ICONA (Innovation and Organizational Change in the Public Administration) at the University of Milan. He has published over fifty articles in the areas of qualitative and quantitative methods, as *Glocalizing methodology? The encounter between local methodologies* (in *Int. J. of Social Research Methodology*, 2011). His books include *Constructing Survey Data: An Interactional Approach* (Sage, 2014, with S. Mauceri), *Doing Ethnography* (Sage 2017, 2nd ed., with A. Molle) and *Qualitative Research Practice* (Sage 2004, co-edited with C. Seale, J.F. Gubrium and D. Silverman). Gobo has taught research methods, evaluation research, ethnography and applied ethnography at various universities in Italy, Germany, Norway, Spain and US.

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KEYNOTE LECTURE 1

Tuesday April 11, 2017

14:00 – 15:00

“Mixed” or “Merged” Methods?

The challenge of the integration among different methods in a single research.

Giampietro Gobo - University of Milan

In the last twenty years, we have observed a decline of quantitative (QT) methods in social sciences. The recent dominant position of qualitative (QL) methods can be noticed, for example, at the Conferences of ISA (International Sociological Association) and ESA (European Sociological Association) where the presentations of QL-research-based papers are the majority. One effect of the rebalance between QL and QT is (also) the recent ‘resurgence’ of mixed methods. A resurgence, because they are not a novelty.

The rationale for mixing both kinds of data within a single study is that neither QT nor QL methods are sufficient in themselves to fully capture the phenomenon. When used in combination, QL and QT methodologies supplement each other and permit a more forceful analysis with benefits from the strengths of each.

However, combining them within the same research project may be costly and time-consuming. In addition, mixing diverse methods in a single study raises the problem of what should be done when the findings of one investigation method conflict with those of another. Whilst this conflict might be considered an enrichment, in the sense that it yields additional insights useful to the

researcher, it may be highly problematic. In addition, before mixing a method, an “ontological” analysis about its nature, pros and cons, it is very important. Because, adapting Actor-Network-Theory to methodology, each method has a specific agency and it is part of the environmental ‘researcher-participant-method-context’ network.

A new challenge faces social research: creating new methods, which could combine both QL and QT approaches *in a single instrument*, squeezing the advantages of both *in a single technique*. With the benefit of lowering the costs and making more consistent the research findings. Some integrated or “merged” methods already exist: ‘Delphi’, ‘mystery shopper’, ‘calendar and time diary methods’, ‘conversational survey’ (or ‘inter-vey’). Still others may be invented.

Keywords: Qualitative methods, Mixed methods, Quantitative methods, Merged methods

Literature

[will be available at ELO for GS-students and -staff; others at request via GS-conference@uvh.nl]

- Bazeley, P. (2016) *Mixed or merged? Integration as the real challenge for mixed methods*, in *Qualitative Research in Organizations and Management: An International Journal*, 11(3): 189-194.
- Gobo, G. (2015), *The next challenge: from mixed to merged methods*", in "Qualitative Research in Organizations and Management: An International Journal", 10(4): 329-31.
- Gobo, G. (2016), *Why “merged” methods realize a higher integration than “mixed” methods. A reply*, in "Qualitative Research in Organizations and Management: An International Journal", 11(3): 199-208.

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15.15 - 16.15: Panel & discussion – regarding keynote lecture 1

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KEYNOTE LECTURE 2

Wednesday April 12, 2017

10:00 – 11:00

The interaction as a resource (not a hindrance) for improving survey data quality:

Empowering the interviewer

Giampietro Gobo - University of Milan

This talk deals with a highly controversial issue in survey data collection: the standardization of the interviewer's behavior. For decades, the dilemma between open-ended and closed-ended response alternatives occupied the methodological debate. Over the years, dominant approaches in survey have reacted to this dilemma by opting for fixed response alternatives and the standardization of interviewer's behavior.

Whether this methodological decision has been the survey's fortune (making it the methodology most widely used in the social sciences), however it produces a large amount of biases well known in the literature: misunderstanding of the response alternatives by the interviewees; the

multiple word meanings of response alternatives due the communicative functions of quantifiers; the invented opinions (or lies) phenomenon; the influence of the response alternatives on formation of the judgment; social desirability effects; the yea-saying and response set phenomena, etc..

In the light of a large set of data drawn from several methodological studies published in the last 50 years, the author documents a counter-intuitive issue:

1. Interviewer's errors are of secondary importance and far smaller than respondent's errors;
2. In order to minimize respondent's errors, we need to broaden the interviewer's tasks.

It follows that data quality can be achieved by entrusting to the interviewer a more active role. According to this idea, an innovative technique for collecting survey data, named "inter-vey" (blending *in-depth* and *survey* interview), has been recently crafted, basing upon the previous seminal work of Rensis Likert (his technique called "fixed question/free answers"), John Galtung's procedure (named "open question/closed answer) and the idea of "conversationalizing the survey" (Schober, Conrad, Maynard, Schaeffer).

Of course, the aim of reducing respondent's errors by broadening interviewer's tasks will surely produce an increase in the interviewer's effects on answers. However the dilemma is about which kind of errors we prefer (and are more useful) to minimize.

In addition, the interactional turn into survey methodology achieves, as a collateral outcome, a "re-humanization" of contemporary survey research: its historical origins are rooted in a mutual exchange between social science and societal knowledge, skills and competence. After the parenthesis of positivist and behavioristic approaches to survey (from 1930s to 1980s), the interaction turn brings back the human relationships as a lever to collect high quality data.

Keywords: data quality, standardized interview; interviewer's role, questionnaire design; response alternative, scaling, flexible interviewing, inter-vey.

Literature

[will be available at ELO for GS-students and -staff; others at request via GS-conference@uvh.nl]

- *Towards standardization of meanings: the interactional survey approach* in Gobo G. and Mauceri S. (2014), *Constructing Survey Data*, London, Sage, chap. 8.

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11.10 - 12.00: Panel & discussion – regarding keynote lecture 2

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TIME SCHEDULE UvH GS-CONFERENCE APRIL 11th - 12th 2017

"The Role of Interaction in Research Practice and Research Methodology"

<i>Tue-morning: other GS activities, for PhD students only</i>			
<i>Tue Apr 11</i>	<i>10.00 – 13.00</i>	<i>GS1 and GS2+ regular course programs (see separate course outlines)</i>	<i>CS/ WvdV</i>
<i>Tue Apr 11</i>	<i>13.00 - 13.45</i>	<i>PhD-council meeting (council members only)</i>	<i>SS</i>
DATE	TIME	GS CONFERENCE	ORG.
Tuesday Apr 11	14.00 – 17.00 <i>Room 1.40</i> <i>Canteen</i>	GS Conference - afternoon 14.00-14.10: Opening 14.10-15.00: Keynote lecture 1: Prof. Dr. Gobo, Un. of Milan <i>"Mixed or Merged Methods? The challenge of the integration among different methods in a single research"</i> 15.15-16.15: Panel debate & plenary discussion 16.15 : Drinks	WvdV- WMO
Wednesday Apr 12	9.30 – 12.45 <i>Room 1.40</i> <i>Room 1.15</i>	GS Conference - morning 9.30-10.00: Arrival, coffee and thee 10.00-11.00: Keynote lecture 2: Prof. Dr. Gobo, Un. of Milan <i>"The interaction as a resource (not a hindrance) for improving survey data quality: empowering the interviewer"</i> 11.10 - 12.00: Panel debate & plenary discussion 12.00 - 12.45 Poster presentations	WvdV- WMO
	<i>Canteen</i>	12.45 – 13.30 Lunch break	
	13.30 – 16.45 <i>Rm 0.22, 1.15, 1.23</i> <i>Canteen</i>	GS Conference - afternoon 13.30-15.00: Oral presentations, parallel sessions I 15.15-16.45: Oral presentations, parallel sessions II 16.45 : Drinks	WvdV- WMO