Enhancing the power of Qualitative Methodologies for the future of Social Science Research: Culturometric Uncovering

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Prof. Beatrice Boufoy-Bastick
University of the West Indies, Trinidad

Confirming Cultural Identity

Purpose is to present a new powerful methodology to enhance the power of social research within a relational framework.

The significance of this methodology is to address a fundamental problem in Qualitative and Quantitative social Research: they both lose their ability to predict what the individual is like as the size of our groups increases.

- Quantitative approach: to collect all that is in common to individuals. So the meaning is more *concentrated* and applies less to any individual (it uses the Intersection of meaning)

- Qualitative approach: to collect all that pertains to the individuals (it uses the Union of meaning). So the meaning is more diluted.. As it keeps adding new characteristics as n increases it loses its relevance to any individual.

Purpose of this presentation:

To provide a very brief overview of the growing family of CM methods to show how they serve to uncover and report the qualitative meaning of social constructs: *Culturometric uncovering.*

Culturometrics (CM): a new methodology for addressing fundamental flaws of traditional Qual/Quant research

CM provides methods of inquiry for developing innovative explanations across the vast range of social research. These CM methods are combined in different ways for specific research purposes.

Culturometrics philosophical grounding:

It is a novel humanistic research methodology which seeks:

- to reconcile qualitative and quantitative approaches by providing a set of postmodern techniques for measuring the inextricably rich and indefinable intra- and inter-subjectivities central to qualitative research
- to bring the rigour of scientific/objective research methodology.

How does Culturometrics advance qualitative inquiry?

By redefining any social construct as 'cultural identity', i.e. as *'values in context'* so as to facilitate the emic uncovering of shifting cultural identities.

What makes Culturometrics a <u>humanistic</u> quantitative methodology for qualitative cultural inquiry?

It provides self-norming methods objectively grounded in consensus subjectivities of selected cultural groups for objectively researching subjectivities *(Ex: how much you weigh vs. how you feel about what you weigh)*

Culturometric methodology rests upon 3 tenets:
        (1) Definition: Operational definition of cultural identity – 'values in context'.

        (2) Assumption: The purpose of all behaviours is to affirm one's cultural identity.

        (3) Belief: Culturometrics is a humanist philosophy.

CM methodology has 3 co-extensive aims:
        (1) *Empowering participants* – each participant has the authority to define who they are and the authority of their cultural group to authenticate their Cultural Identity within a relational research design
        (2) *Appreciating diversity* as a positive affirmation of acceptance
        (3) Enhancing potential for *identity change or stability*

Culturometrics (CM) identifies and assesses Cultural identity (Cid) . The basic uncovering process uses 7 CM methods:

1) CM reframing of a social construct as a Cid

2) Social network surveying

3) Celebrity Questionnaire

4) Q-correlation for reliability and data cleaning -identifying (un)reliable respondents

5) Cultural Index for polar group selection

6) Contrast interviewing and analysis for polar criteria of the social construct – optimising data selection for qualitative data selection and analysis

7) Polar group reporting (contrasting +or- polar types)

1) **CM reframing of a social construct as a Cid: Relational Frame**

▪ Reversing linguistic trend in social research: from nominalising process to researching cultural identity (role)

▪ *Nominalising* process is objectification of the research social construct vs. *Cid* that dynamically expresses a role a person has in a given context, i.e. values in context (e.g. Education→an educated person)

▪ *Nominalisation* reduces the humanity of our research: social construct as an object vs. *Cid* humanises research
e.g.: divergent approach for a research with a nominalised title: *'Effects of Depression on Female Authors'* from that with a process title: *'Writings of Women who are Depressed'*

2) Social network surveying

Is one of the 2 procedural Culturometric (CM) techniques that enable to efficiently design *Contrast Interview* protocols

- Network Sampling
- The Celebrity Questionnaire

➡ *Contrast Interviewing*

2) Culturometric Social Network Sampling (CSNS):

CSNS is a sampling method used to construct a two-phase representative etic→emic sample.

CSNS is used in measuring and revealing the subjectivities of cultural identities

- ➢ serves to construct a representative sample of selected group's cultural identity
- ➢ optimally reduces the number of relatively resource intensive interviews by selecting mainly participants who will populate the two extreme high vs. low groups

etic→emic sample : CSNS ensures that participants are emically nominated and sampling is not limited by the researcher's initial etic assumptions.

Phase 1: selecting participants who have the etic construct marker - to ensure representation of the variation for valid data saturation

Phase 2: building the two extreme full-range strong/weak contrast groups for optimum contrast interviewing

Phase 2 has 2 stages and does not use the researcher's etic construct

Phase 2 stage 1: the initial contact nominates 2 friends, one who is the highest on the social construct and one who is the lowest. (*the initial contacts use their individual *Emic Subjective* criteria to make the judgement)

Result: 2 degree 1 friends

Figure 2: Two-phase etic/emic sampling unit:

Phase 1 random sampling to ensure valid data saturation
Phase 2 social network sampling
to ensure optimum contrast interviewing
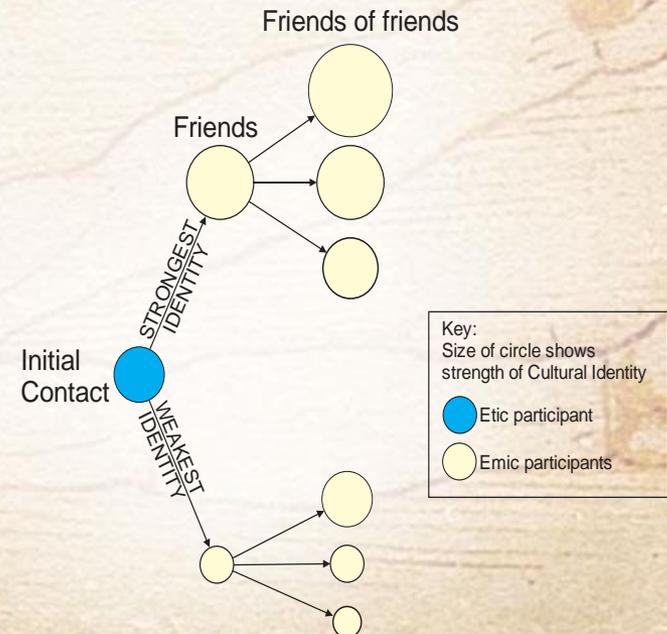
Two-phase systematic etic/emic sampling unit:

- Phase 1 random sampling to ensure <u>valid data saturation</u>
- Phase 2 social network sampling is to find the sample whose identity your are going to measure and split them in high/low for <u>contrast interviewing</u>

To measure how strong or weak an individual thinks he/she is on the social construct: / cultural identity Cuturometrics uses the *Celebrity Questionnaire*.

The Celebrity Questionnaire gives emic measurements on a social construct / cultural identity

The *Celebrity Questionnaire* is an empowering culturometric instrument that:

- provides objective measures of subjective ratings

- encourages participants to measure themselves comparatively with celebrities who are known to have aspects of their cultural identities (social construct) in common with those of the participants

Simplicity of the *Celebrity Questionnaire:* It only requires two questions Q1 and Q2

- Q1 asks the respondent to judge their strength of the social construct / Cid

- Q2 asks the respondent to judge the strength of the social construct / Cid of the celebrity

By dividing Q1 by Q2 the subjective factor is cancelled out giving an objective proportion

The same two questions can be asked to respondents in the bespoke sample

From all the respondents' ratings (cultural indices) the strength of the celebrity's social construct / Cid can be derived by averaging all their ratings

The means of Q2 represents the group's consensus on the strength of the celebrity social construct / Cid

Overview – Only two subjective questions that give us the objective strength of Cid / social construct

Example: the Chinese-ness for Chinese-American street traders

Chinese Celebrity Questionnaire
Instructions to respondent: 'Think for a moment what it really means to be Chinese'

Q2 Draw an 'X' on the line to show how Chinese you think supermodel and actor Tyson Beckford really is

0%
Chinese   O   X   100%
Chinese
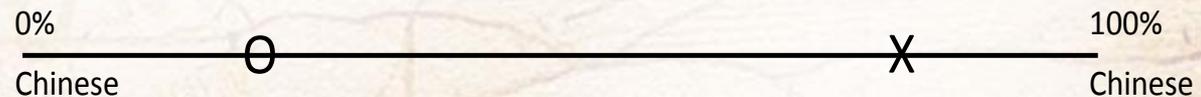
Q1 Now draw a 'O' on the same line to show how Chinese <u>you</u> really are.

A respondent's rating: Q1 / Q2   20 / 80 = 1 / 4

Group rating: means of Q2 = 82

Respondent Cid grounded in the group's Cid emic meaning: Q1/Q2x82

Chinese Celebrity Questionnaire

Instructions to respondent: 'Think for a moment what it really means to be Chinese'

Q2 Draw an 'X' on the line to show how Chinese you think supermodel and actor Tyson Beckford really is

0%
Chinese
—————O————————————————X———
100%
Chinese

Q1 Now draw a 'O' on the same line to show how Chinese <u>you</u> really are.

4) Q-correlation for reliability and data cleaning - identifying (un)reliable respondents

5) Cultural Index for polar group selection (celebrity questionnaire)

6) Contrast interviewing and analysis for polar criteria of the social construct – optimising data selection for qualitative data selection and analysis

7) Polar group reporting : contrasting + or - polar types

4) Q-correlation for reliability and data cleaning/identifying (un)reliable respondents
Q-corr tells you the reliability of each individual person vs.*C-alpha* only tells you the reliability of whole groups – another ex. of self-norming

Q-Corr is the correlation between two versions of 6+ questions at the same administration.

| ID# | TEST | | | | | | RETEST | | | | | | Sorted |
	TQ1	TQ2	TQ3	TQ4	TQ5	TQ6	RQ1	RQ2	RQ3	RQ4	RQ5	RQ6	Q-Corr
1	8	10	3	4	1	8	7	10	1	7	1	8	0.90 Most
2	0	2	2	6	4	5	4	6	0	10	8	4	0.58 reliable
3	6	2	8	8	3	8	7	5	5	8	7	8	0.41
4	3	2	9	10	3	3	3	3	7	4	6	5	0.38
5	8	10	8	2	0	2	10	9	3	7	6	4	0.37
6	2	5	2	1	1	8	7	4	8	1	6	8	0.35
7	9	5	9	8	10	1	9	0	4	7	10	7	0.34
8	6	3	9	1	2	2	3	5	8	6	3	8	0.19
9	10	6	9	4	8	6	8	1	3	5	7	10	0.14 Least
10	5	1	7	4	2	6	6	5	0	4	7	5	-0.62 reliable

5) Cultural Index for polar group selection (as used in Celebrity Questionnaire)

Grounded emic ratings for high vs. low Cid / social construct

6) Contrast interviewing and analysis for polar criteria of the social construct

Optimising data selection for qualitative data selection and analysis: Interviewing respondents with the highest vs. lowest Cid to find out what most characterises the social construct

Purpose of contrast interviewing is to note objective observable criteria symbolising their values in context to confirm their emic identities

7) Polar group reporting : contrasting + or - polar types

   grounded composite narratives: ideal types (bipolar grounded narratives)

   Boufoy-Bastick, B. (2003). Using a 'grounded composite narrative' to describe the socio-cultural determinants of ESL teaching methods in rural Fijian Secondary Schools. *Qualitative Report, 8*(2), 177-194.

Conclusion

Culturometrics provides powerful new methods of inquiry for developing innovative explanations across the vast range of social research through its three tenets: its operational definition of cultural identity as values in context, its assumption that the purpose of all behaviours is to affirm one's cultural identity and its empowering humanist philosophical intent. Its methods enable to uncover and report the qualitative emic meaning of social constructs through its exploration of cultural identity. The basic uncovering process uses the seven culturometric methods which were briefly described in the presentation:

1. Culturometric reframing of the social construct of interest as a Cultural Identity

2. The Celebrity questionnaire (an example of using a 'public object' to remove subjective expectation bias from identity analysis)

3. Social network surveying (an example of using emic knowledge to remove etic sampling bias)

4. Q-Correlation for reliability and data cleaning (Identifying reliable and unreliable respondents- specifying the minimum reliability of data)

5. Calculation of Cultural index for polar-group selection (Optimising data selection for qualitative data selection and analysis)

6. Contrast interviewing and analysis (Identifying polar criteria of the construct)

7. Polar group reporting (Contrasting ±Ideal polar types)

CM is a person-centred methodology: self-norming, culturally grounded, identity (personal values in context), utilizing feelings of empathy
CM is a humanistic methodology: empowerment (recognition of self, freedom to change identity, increasing self-actualization)

Culturometrics references (CM use across disciplines)

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THANK YOU

Culturometrics