



Examining population change using Q Methodology

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National Institute of
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Te Rūnanga Tātari Tatauranga

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About 'Q' method



- Innovative: Q method is seldom used in migration
Established: is a logic of enquiry (developed 1930s)
- Economical: instrumental basis is the Q-sort technique – requires few participants / good software
- Balanced – both qualitative and quantitative skills required
- Purposive: is designed to reveal subjective structures, attitudes and perspectives

12 step Q process



- Identify the research question
- Explore the concourse (all of the 'talk' on the subject)
- Generate statements from the concourse (selection of representative statements from the concourse)
- Establish the Q sample (x statements)
- Generate the Q-sort (cards and matrix)

12 step Q process cont.



- Recruit participants
- Administer the Q sort (one to one or small group setting)
- Collate data and enter data using Q Method Software
- Perform PCA and varimax rotations
- Workshop interpretation of factors & factor scores
- Write up findings and interpretations
- Final QA and peer review

Sampling from the concourse



Develop a matrix of themes / ideas

- Matrix 1
- Matrix 2

Test for representativeness

- Do all the selected terms fit the categories in the matrix?
- Is the sample comprehensive? - do all the themes get 'balanced' coverage?
- Does the sample capture a range of opinion - weak and strong / for and against?

[illegible]

The challenges of Q



- Working across regions
 - Linguistic distinctions
 - Urban/rural divide
- Working cross-culturally
 - Linguistic distinctions
 - Capturing diversity
- Developing the ‘conditions of instruction’

Heightened awareness



- Talking; thinking; reflecting; challenging ...
- Benefits of conversations generated through dual household participation
- Experiential (inter-regional) accounts of population change
- Located in the life span (not just the present)
- Located in the realm of ideas
- More than talk – a bodily, tactile engagement

Research relationships



- Between researcher and participant
 - Breaks down barriers
 - Fosters a connective space
 - Fosters a reflexive space
- Between participants and community-based ideas
 - Making sense of newcomers and locals
 - Fosters processual sense-making - positioning the 'other'
- Within participants
 - Locates the participant ... across their life span
 - An embodied activity

Concluding comments



- Bridging the gap between quant and qual
- Not just more information, but a different kind of information
- Bodily research practice
- Active process of making meaning
- Iterative dialogic process
- Embodied practice

Nga Tangata Oho Mairangi



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