

# Conducting Q Methodology Through Electronic Distribution in Qualtrics™

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## Introduction

- Q methodology is a semi-qualitative methodology used to study varying individual perspectives on an issue which could inspire multiple points-of-view (Brown et al., 2008; Stenner et al. 2008).
- Conducting a Q sort has been previously done using physical cards that contain statements that participants rank based on their agreement with the statements (Watts & Stenner, 2012).
- Conducting the Q sort in person can inhibit restrict the researcher from collecting data remotely from participants, creating a need for mail or electronic distribution (Watts & Stenner, 2012).
- Most electronic Q sort platforms do not allow inclusion of questions outside the Q sort, preventing the collection of additional data (Erramouspe, et al., 2023).

Through implementation of custom validation on a Likert-type matrix question in Qualtrics™, researchers can execute an electronic Q sort while delivering the survey asynchronously to participants, including a wide variety of additional questions.

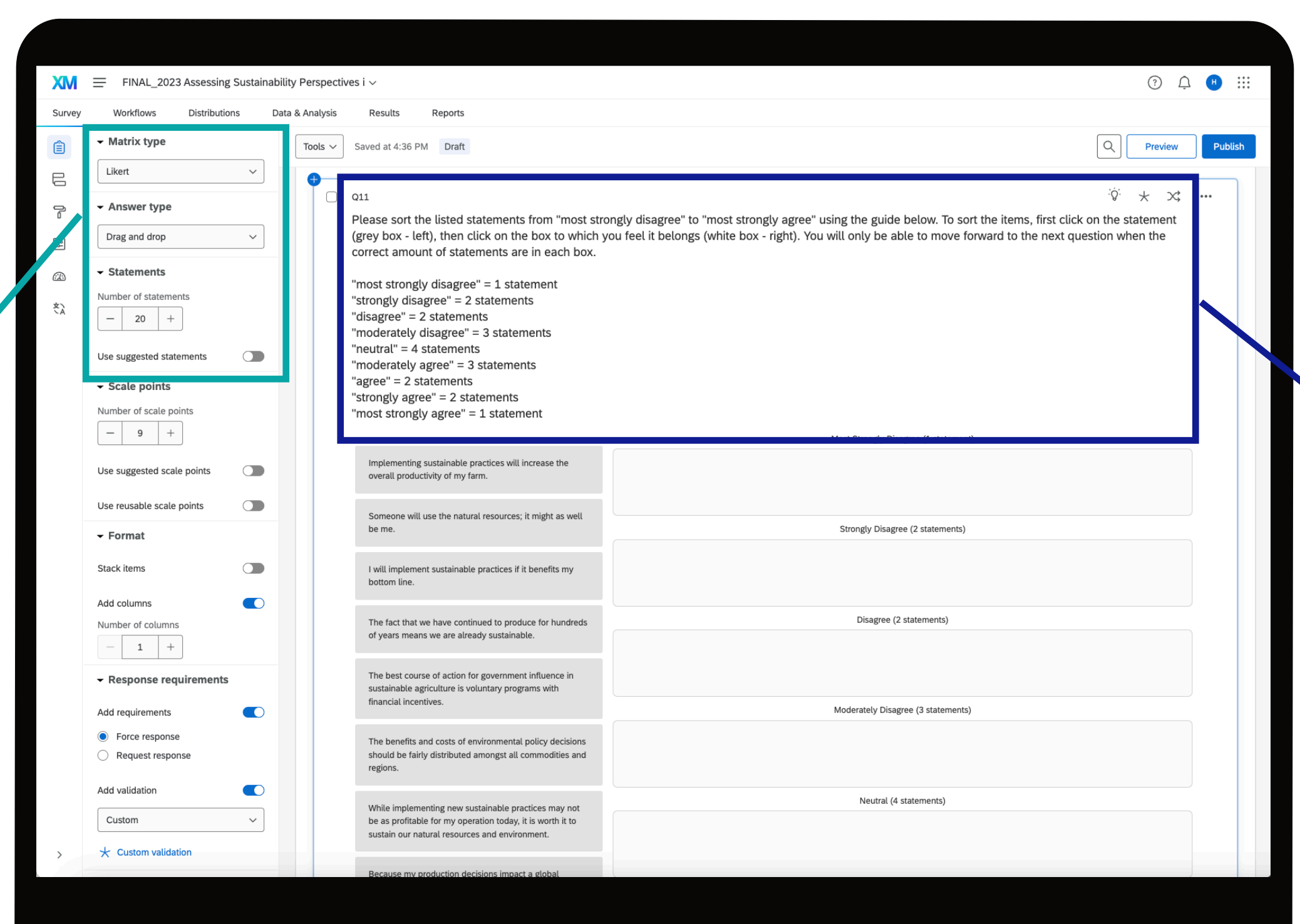
## Implications

The implementation of an asynchronous Q sort through Qualtrics™ creates opportunities for researchers to evaluate perspectives of more individuals across a greater geographical region.

- Gather data and evaluate populations in large geographical regions.
- Evaluation of participant perceptions on a broad scale of topics and issues.
- Model could be used by agricultural organizations in a variety of subject areas that impact their membership base, allowing the organization to understand, and ultimately, better align with the values of their members.

## How it Works

1 Create a Likert type matrix question in Qualtrics™ with drag and drop answers.



2 Create a detailed condition of instruction as found in Damio (2016) to ensure the correct number of statements are in each box.

## Future Plans

The inclusion of more statements in the Q sort allows for more nuances in perspectives to be evaluated and robust evaluation of the perspectives that present.

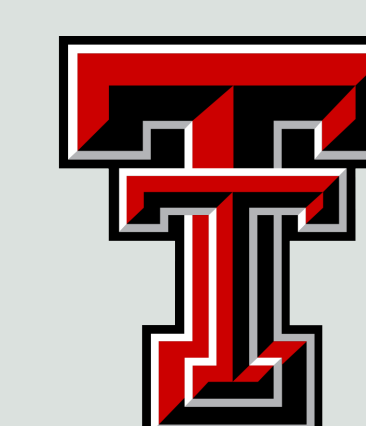
- Identify the number of statements to maximize information gathered and optimize usability in Qualtrics™.
- Evaluate opportunities to use different software that allows for the presentation of more Q statements.

## Costs/Resources Needed

- A subscription to the online Qualtrics™ platform.
- Access or a subscription to a platform to analyze Q data, such as Q Method Software, QAssessor, or PCQ (Erramouspe et al., 2023; Jones, 2003; Watts & Stenner, 2012).

3 Create a custom validation of count must equal a particular number for each of the levels of agreement according to the quasi-normal distribution array determined by the researcher.

4 Add more questions to collect demographic & other information that would traditionally be collected in a post Q interview.



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