BUAD 317 · SLIDE NOTES

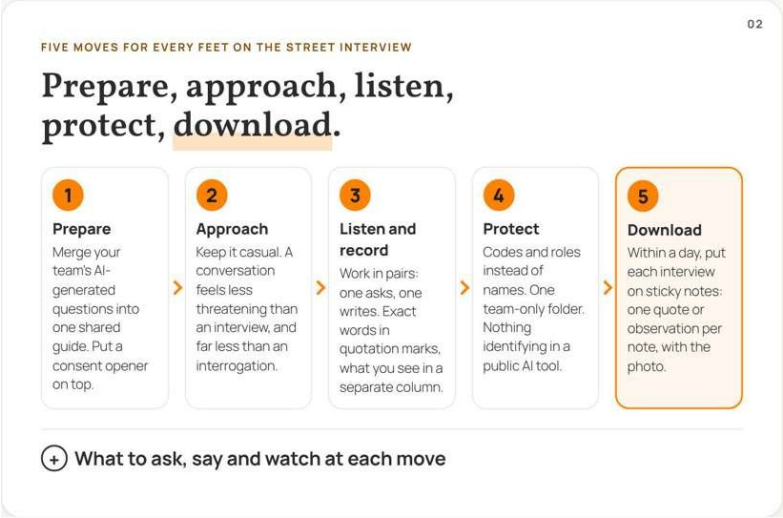
Feet on the Street Interviews: Consent, Ethics and Trustworthy Data

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-317/stakeholder-interviews-ethics/



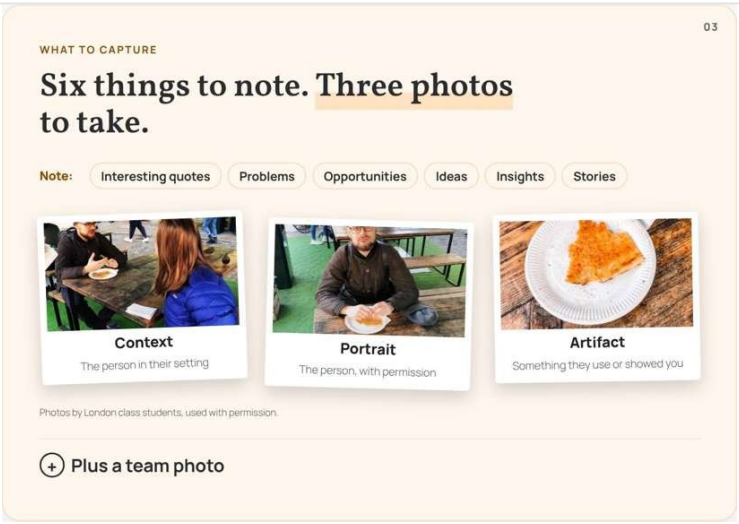
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My notes



Slide 2

My notes



Slide 3

My notes



Slide 4

My notes



Slide 5

My notes

06

TWO JOBS AT ONCE, PART 1

Ethics: treat people right.

Informed consent
People take part of their own free will, understand what you are doing and know about any risks before they say yes.

Freedom from harm
No one is put at risk socially, at work, emotionally or legally because they talked to you.

Confidentiality
You know who said it, and you do not release anything that identifies them without permission.

Honesty
The class checklist says deception is unacceptable. Never hide your purpose or pretend to be someone you are not.

My notes

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07

TWO JOBS AT ONCE, PART 2

Quality: data you can trust.

V **Validity**
Are you capturing what is really happening, or what people think you want to hear?

R **Reliability**
Would your team collect the same kind of data no matter who did the interview?

G **Generalizability**
How far do findings reach? Aim to understand this community well, not to prove something about everyone.

B **Bias**
Watch for confirmation bias: hearing only what proves the idea you already like.

My notes

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VALIDITY, DEFINED

Is it valid?

Validity is the degree to which data collection methods measure what they are supposed to measure.

"Do we know that we are measuring what we say we are measuring?"
Match your questions to the need you study.

"Do we have confidence that what we see is what is really happening?"
Compare what they say with what they do.



Photo by a London class student, used with permission.

My notes

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VALIDITY IN QUANTITATIVE AND QUALITATIVE RESEARCH

Numbers ask about internal and external validity.

Internal validity
Are differences on the dependent variable a direct result of manipulating the independent variable, not some other variable? *You meet it in experimental research.*

External validity
Do the results apply to groups and environments outside the research setting? *You meet it in any study that claims its results travel.*

Qualitative research uses different measures: trustworthiness (Guba) and understanding (Maxwell). Both appear further down this page.

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My notes

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RELIABILITY AND GENERALIZABILITY, IN PLAIN LANGUAGE

With stories, reliability means consistent technique.

Reliability with numbers
In quantitative research, reliability is how consistently a test measures whatever it measures. It is reported as a coefficient. Close to 1.00 means highly reliable. No test is perfectly reliable.

VS

Reliability with stories
In qualitative work there is no coefficient. Reliability means consistent technique: the same methods used again and again, and used the same way by different researchers.

⊕ Examples of each

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My notes

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GENERALIZABILITY (MAXWELL)

Generalizability is not the goal of action research.

Generalizability is the degree to which the behavior of one group can explain the behavior of a wider group. In action research the goal is to understand what is happening in the field, and to work out how to improve things and develop creative solutions in that context. Ten interviews can speak for this community, not everyone.

External
Would they hold in settings you did not study? Be careful with external claims.

VS

Internal
Do your findings hold across the community you studied? Ten street interviews can support internal claims.

Say: "Late riders on this route told us…" not "Bus riders want…"

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My notes

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TWO EASY MIX-UPS

Consistent isn't correct. Confidential isn't anonymous.

Reliable is not the same as valid

A scale that always reads five pounds heavy is consistent, and consistently wrong. A guide can be identical every time and still ask leading questions.

A valid method is reliable. A reliable one is not always valid.

Confidential is not anonymous

Anonymous means even your team does not know who said it, like an unsigned comment card. Confidential means you know and you protect it.

Street interviews are almost always confidential, so do not promise anonymity.

My notes

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RELIABILITY VS. VALIDITY

Consistent isn't the same as correct.



Our own drawing, based on the reliability and validity targets in the course slides.

⊕ Text version of this diagram

My notes

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INFORMED CONSENT, STEP BY STEP

Say this before the first question.

1 · WHO YOU ARE
"We are Haslam honors students working on a class consulting project."

2 · WHAT IT IS FOR
One sentence on the challenge and where results go (class, and possibly a client).

3 · VOLUNTARY
"You can skip any question or stop at any time, no problem."

4 · NOTES, AUDIO, PHOTOS · 5 · NAMING
Ask for each one separately. "How would you like to be described: by name, by role, or not at all?"

6 · CHECK AGAIN
If the talk turns personal, pause: "Are you still comfortable with us using this?"

⊕ Why consent is a conversation, not a box

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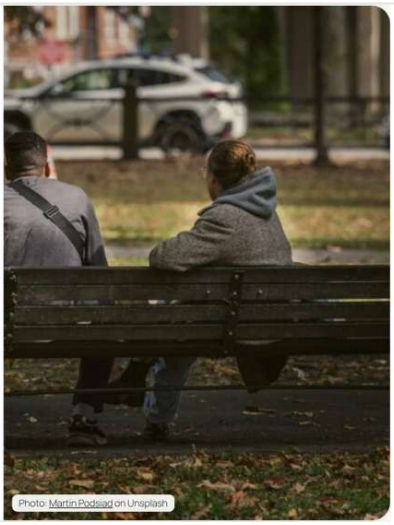
FREEDOM FROM HARM

Helping you costs them nothing.

No one should face risk for helping your team. In practice:

- Know which promise you are making.
- Remove giveaway details.
- Plan for hard moments.
- Watch power gaps.
- Get permission first for people under 18.

⊕ What each one means



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My notes

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PARENTAL PERMISSION

Under 18? Ask a parent first.

Required if
Participants are underage, or the data identifies children.

Not required if
Records are fully anonymous.

The request must say: What data may be disclosed | For what purposes | To whom

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My notes

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YOUR PERSONAL ETHICAL PERSPECTIVE

Decide where you stand before you start.

1 Some data will test you
A person may describe something unsafe, unfair or against the rules. Colleagues may tell you things in confidence.

2 Clarify first
Talk as a team before your first interview about what you would do. Base it on your personal beliefs and the broader social principles you hold.

3 Stay accurate
Collect, analyze and interpret without bias. Report what people said, not the version that fits your favorite idea.

If someone shares something that suggests a person is in danger, stop the interview and talk with your instructors right away.

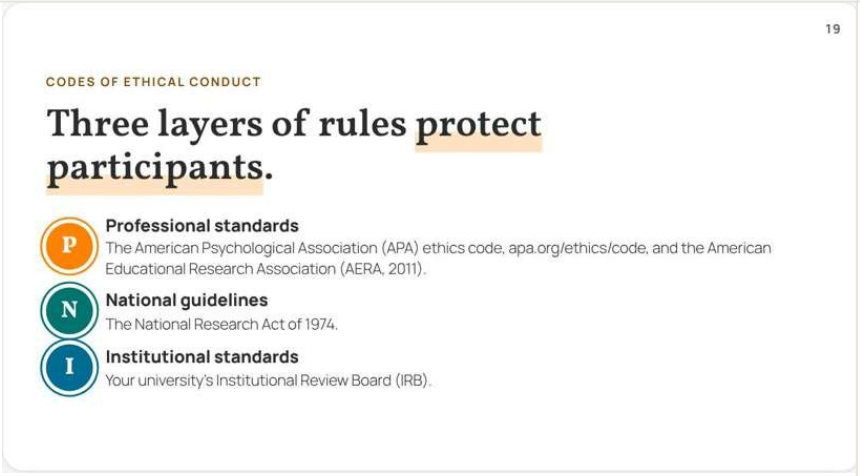
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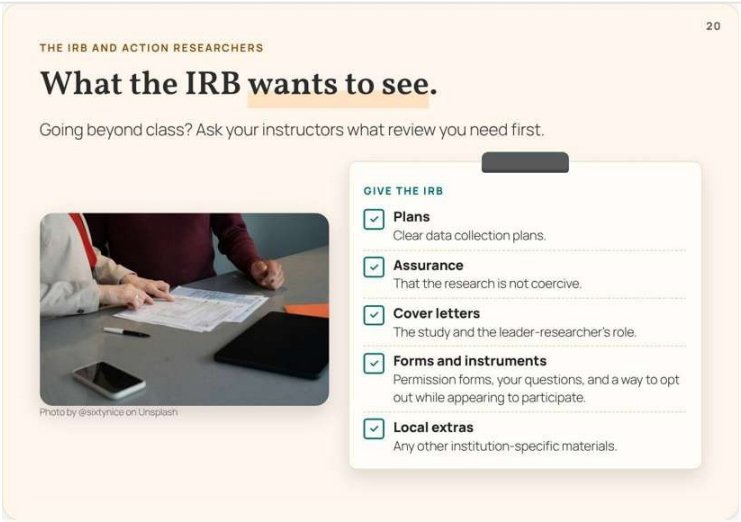
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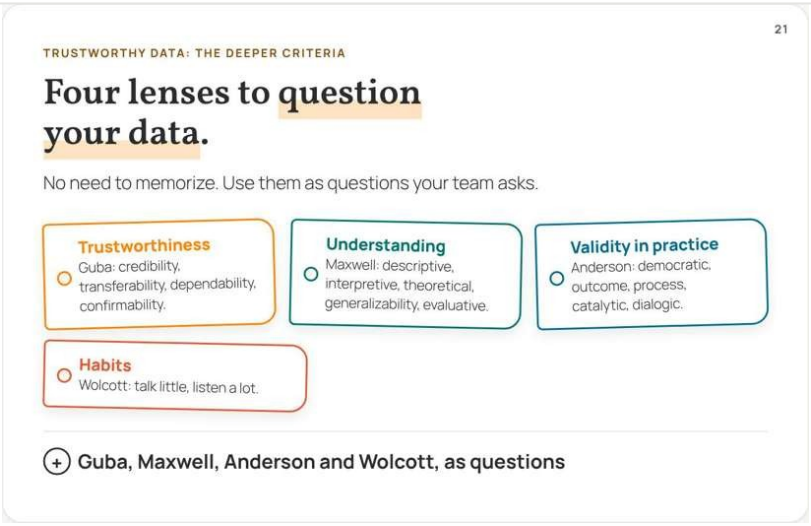
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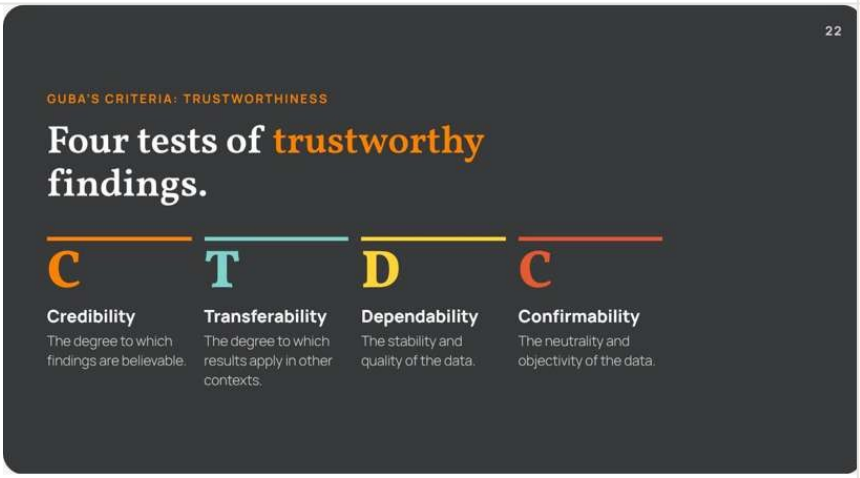
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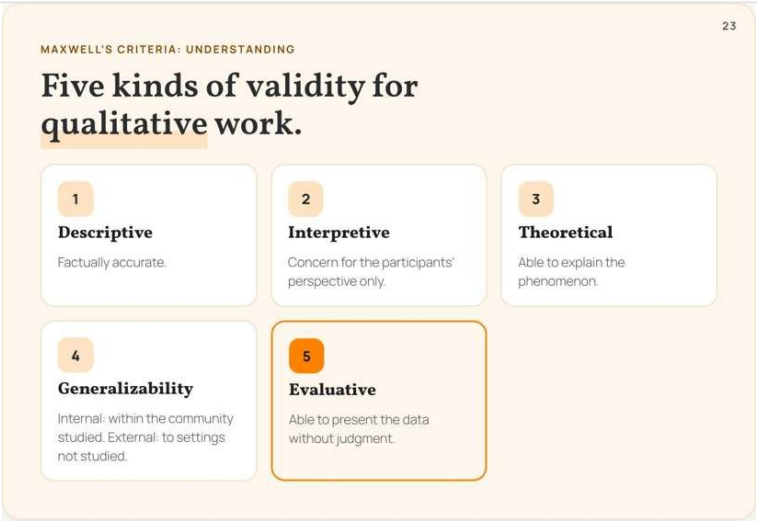
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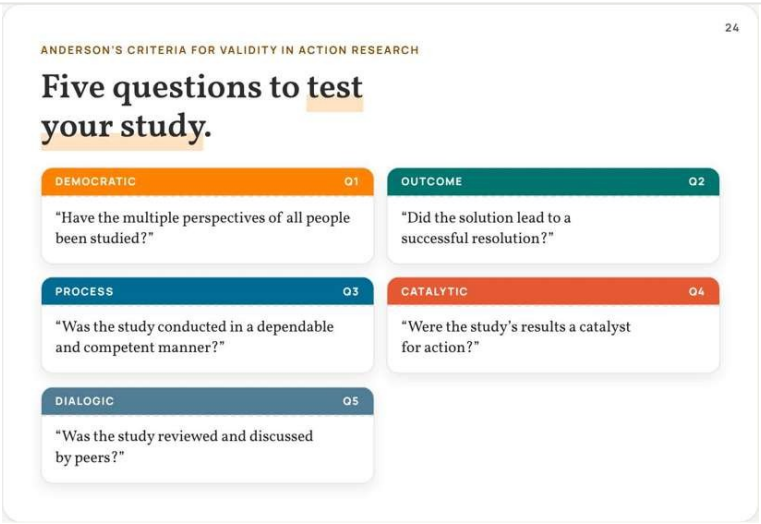
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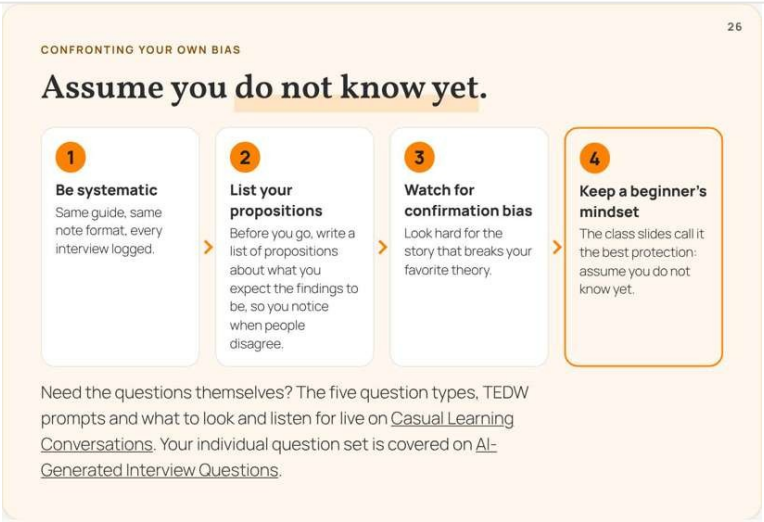
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