

THE QUALITATIVE ELECTION STUDY OF BRITAIN 2015

How to read and use this qualitative electoral data

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Thank you for your interest in the qualitative data collected by the Qualitative Election Study of Britain 2015. This overview provides information on how the data are organized and hints on how to find the data you need.

What is included in these transcripts?

The transcripts include information on each participant, including their 2015 alias, sex, age group, whether they support a particular party, and if so, at what strength, which pre-election group they participated in, whether they participated in a post-election group and the name of it, the name of their constituency and their pre-election 2015 vote preference.

Topics included in each pre-election focus group include: campaign impressions, media consumption, party leader evaluations, the 'trapped in a lift' question, which parties would the participant consider voting for, what considerations go into their vote choice, reactions to and opinions on the televised debates, experiences with registering to vote with the new electronic system and predictions for the election outcome.

Creating a metadata structure for qualitative data

Pages and pages of transcripts are possibly intimidating as a source of information. Therefore we are constructing a metadata structure to speed along the identification of relevant data for your use. Each transcript contains basic demographic information about each participant to contextualize their responses. To follow a particular participant, click on their name in the Table of Contents and you will be taken to their comments.

Further, we have organized the transcripts by question theme. To collect data on a specific issue, for instance media consumption, go to the Table of Contents and click on the relevant subject to be taken to that spot in the transcripts.

Versions of the data

We will be bringing out multiple versions of the dataset, each time adding more context and information to the data. The 1.0 version includes the transcription work completed by the transcriber and anonymized by the investigators to meet the standards of anonymity and confidentiality we set for this project.

You'll notice symbols in the transcripts that indicate where the data may be incomplete. We have used ** to indicate words, phrases or sentences which we could not hear. *Italic font* indicates we have taken a guess at a word/name etc. Words in parentheses {} indicate physical gestures or what can be heard on the tape but cannot be clearly articulated into specific words. Removal of direct and indirect identifiers are set off with + word +

Insofar as it is possible, we will be re-examining the video and audio to capture incomplete transcript areas in the future. In addition we will add more context to the data, such as noting when a participant laughs or speaks in a sarcastic tone. As this takes time, we will first release all the transcription data we have and then add improved versions later. If you

are using the 1.0 version of data that includes any of the symbols, please check back for enhanced versions in 2016.

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For more information

For more information on this project please contact either of the investigators listed above. For information about qualitative data and methods for analysing it, we recommend this online slide show: Qualitative data analysis at <http://www.slideshare.net/tilahunigatu/qualitative-data-analysis-11895136>