

Q SORT WORKSHOP

June 4, 3:00-4:00pm

Room 121, Social Sciences 2

with Priscilla Sung

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UC Santa Cruz



Factor A (Percent Explanation of Variance: 20%, Number of Sorts: 11)

	Least Important			Most Important			
	-3	-2	-1	0	1	2	3
14	6	5	9	1	4	2	
35	18	7	10	3	8	29	
	21	15	16	11	22		
	23	17	19	12	33		
	26	24	20	13	36		
		27	25	30			
		32	28	31			
			34				

Factor B (Percent Explanation of Variance: 15%, Number of Sorts: 9)

	Least Important			Most Important			
	-3	-2	-1	0	1	2	3
14	5	2	7	10	3	1	
17	18	15	12	11	4	8	
	19	16	20	13	6		
	33	21	23	26	9		
	35	24	25	28	22		
		27	29	30			
		34	31	36			
			32				

Factor C (Percent Explanation of Variance: 11%, Number of Sorts: 6)

	Least Important			Most Important			
	-3	-2	-1	0	1	2	3
19	5	1	2	3	8	20	
30	6	4	12	7	14	29	
	13	10	17	9	15		
	16	11	22	21	18		
	34	27	23	25	28		
		35	24	26			
		36	31	32			
			33				

Factor D (Percent Explanation of Variance: 7%, Number of Sorts: 3)

	Least Important			Most Important			
	-3	-2	-1	0	1	2	3
18	4	22	7	3	7	5	
35	10	24	2	6	13	28	
	11	26	8	9	16		
	15	30	14	12	20		
	23	32	19	17	25		
		33	27	21			
		34	31	29			
			36				

**Studying attitudes about a sensitive topic?
Struggling with (lack of) variability on surveys?
Looking to supplement your interview toolbox?**

The UCSC Center for Statistical Analysis in the Social Sciences offers this interactive workshop on “Q Sort Methodology: A mixed-method exploration of attitudes, beliefs, and opinions” to help you integrate this research technique into your own work. Q sort methodology is a useful way to examine attitudes, beliefs, and opinions, particularly those that are difficult to study using survey methods. Come get experience with this useful method, which integrates quantitative and qualitative approaches by using factor analysis to cluster participants' subjective perspectives.

Q sort allows for the natural structure of participants' attitudes to emerge rather than the researcher-imposed structure common in survey research. Furthermore, the Q sorting task is cognitively engaging for participants, which not only improves the validity of the quantitative data, but also serves as a thought-provoking springboard from which qualitative inquiries may be conducted.

This intro workshop on Q methodology will cover:

- (1) Rationale and principles of Q sort methodology
- (2) How to design and conduct a Q sort study
- (3) How to analyze and interpret Q sort data
- (4) How to make Q sorting work for your research

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Questions? Please email jwarshaw@ucsc.edu