



## Real Life Methods

Part of the ESRC National Centre for Research Methods

# Knocking on Doors: recruitment and enrichment in a qualitative interview based study

Katherine Davies



## Street based sampling

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- Enjoying recruiting a sample
- Lack of bounded 'groups', 'communities' or specific experiences to 'access'
- Became more than just a method of recruitment

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## Success of method

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- Two contrasting areas: Finlay Edge and Harnsworth
- Method proved effective way of recruiting
  - chance to 'sell' your research
- Rare opportunity to find out why people *don't* want to take part
  - recruiting men

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## Selecting streets and the ethnographic imagination

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- Differences between individual streets
- Homogeneous streets
  - recruiting Caribbean people
- Local area statistics and alternative recruitment strategies don't access the 'real life' local knowledge that doorknocking can

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## Enriching the research: Neighbourhood interactions

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- Opportunity to meet the neighbours and experience local neighbourhood life
  - Mavis and the neighbours' dog
- Ethical implications of neighbourhood research
  - Paul and Albert

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## Enriching the research: Engaging the senses

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- Engaging the senses in the street
- Getting a feel for the place
- Applying my 'ethnographic/sensory imagination' in Finlay Edge and Harnsworth

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## Summary: 'Real life' sampling

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- Opportunity for more nuanced understandings
- Embodied, sensory experience
- Highlights how abstract, sterile, disembodied, dis-environmented(!) other methods of recruitment can be

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