



# EduMAP empirical research, WPs 3 & 4

## Research design documents: **Overview**



The project is funded by the European Union's Horizon 2020 Research and Innovation Programme, Contract No. 693388

Glossary:

GP – Good practice  
CE – Communicative ecologies  
AE – Adult education  
APC – Active participatory citizenship

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# Introductory note on public version

This is the first of a series of five documents that describe the research design and guidelines used for the multi-partner and multi-sited empirical research carried out in the EU project EduMAP (Adult Education as a Means to Active Participatory Citizenship). Empirical research work has been carried out for the work packages (WPs) 3 and 4, focused respectively on *Targeted research on best practices among vulnerable groups* and *Communicative ecologies in the field of adult education*. The research design included data collection and analysis protocols aligned to both WP3 and WP4 objectives, tested through a pilot conducted between December 2016 and March 2017 in Bucharest, Romania.

These guidelines have been used to ensure consistency across the Consortium for the data collection and interpretation. Overall, based on these guidelines, EduMAP partners collected data in 19 EU countries and Turkey, covering a total of 40 adult education (AE) programmes. In addition, eight groups of young people at risk of social exclusion (91 respondents) from seven EU countries and Turkey have been involved in the study to investigate their communicative practices and identify leverages that can be used to improve access to adult education.

The aim of publishing the research design is to offer an exemplar of research guidance used to plan and implement effectively multi-sited and multi-partner research for an interdisciplinary project.

(for more details on datasets and sampling, please consult the EduMAP Deliverables *D3.1. Targeted research on best practices among vulnerable groups*; and *D4.1 Communicative ecologies in the field of adult education*).

## Key Documents

There are five key documents that guided the WP3 and WP4 empirical research.

1. **Research Design – Overview** (this document)
  - *This is the overview of the research design, explaining how the three research strands interrelate*
2. Strand #1 Context analysis
  - *Corresponding to the first strand of research*
3. Strand #2 Targeted research on good practices in adult education
  - *Corresponding to the second strand of research*
4. Strand #3 Targeted research on vulnerable groups: Communicative ecologies mapping
  - *Corresponding to the third strand of research*
5. Approach to data coding and analysis
  - *Rationale, guidelines and tools for data coding and analysis*

The documents include templates, protocols and guides for each of the three research strands and the data analysis approach, proposed as flexible tools to adapt and employ by the EduMAP project partners as required during the fieldwork.

# Research Design - Overview

## 1. INTRODUCTION

This document provides an overview of the research design for WP3 and WP4 data collection and analysis.

### Objective for WP3

Examine the effectiveness, achievements, and shortcomings of educational initiatives identified as good practices (GPs), assessed according to their effectiveness in enabling vulnerable learners to participate in social, political and economic life.

### Objective for WP4

Map and examine the varied communicative ecologies (CEs) that exist in the field of adult education among the providers of educational initiatives *and* vulnerable groups in order to:

- shed light on interconnections and mismatches between the supply and use side of adult education
- offer an in-depth view of the information and communication context of vulnerable groups.

The research design has been piloted in Romania between December 2016 and March 2017.

## 2. DATA COLLECTION APPROACH

Data collection is being conducted jointly for WPs 3 and 4 among three categories of respondents (educational authorities, educators and students of AE programmes). In addition, data will be collected for WP4 from groups targeted by educational initiatives, but not necessarily accessing them.

Data collection will be carried out in three strands:

1. Context analysis [WP3,4]
2. Targeted research on good practices [WP3,4]
3. Targeted research on vulnerable groups: Communicative ecologies mapping [WP4]

### 2.1. Strand #1 - Context analysis

This strand will provide deeper understandings of relevant local contexts. The vulnerable group that will be studied through strand #3 will be identified and a rationale provided.

Data collection will be through interviews and desk research.

This involves:

- Identifying elements of GP against context-specific features,

- Providing deeper context and validation for the identified GPs, exploring accessibility for research purposes and negotiating research access.
- Complementing and extending contextual details covered already in WP2 to focus on specific policies, strategies and programmes targeting the vulnerable groups that are the focus of the selected GPs
- Collection of statistics and studies on media access and usage in each country where in depth communicative ecologies of vulnerable groups will be undertaken (e.g. broadband uptake, mobile phone ownership). This data, wherever available, will be disaggregated according to gender, age and vulnerability status.

## 2.2. Strand #2 - Targeted research on selected good practices

Data collection for the GPs will involve (jointly for WP3 and 4):

- Semi-structured interviews with **policy-makers** whose area of focus is relevant for the GP (crossroads of AE, APC and/or social and economic inclusion)
- Semi-structured interviews with **educators**, designers, managers and others involved in the GP design, delivery and management
- Semi-structured interviews and focus groups with past and current **students**

## 2.3. Strand #3 - Targeted research on vulnerable groups: communicative ecologies mapping

This strand will focus on the vulnerable group identified through Strand #1.

- This strand of research starts from the vulnerable group rather than the GP, and may include at least some young people who do not or have never accessed AE.
- The focus is on understanding their life situations, communicative practices and assemblages, experiences, barriers, attitudes and aspirations related to AE and APC.
- Data collection will be through semi-structured interviews, focus groups and communicative ecologies mapping.

# 3. DATA ANALYSIS APPROACH

We will continuously discuss and reflect upon the emerging data, taking an iterative approach, through regular zoom meetings and by sharing insights and experiences online. Data coding and initial analysis will begin as soon as we have sufficient data, which will inform this iterative process.

## Data analysis approach

- We will employ thematic data analysis based on coding.
- The coding approach is hybrid, combining emergent (inductive) with deductive coding: a library of codes (master code book) is being developed based on the concepts used in the application/framework employed and the pilot study; this will be probed through data analysis waves, and new codes will be incorporated into the library.

- We will use nVivo for data coding and analysis (to be discussed during April workshop)

## Data analysis protocol

- Interviews will be transcribed in local language by professional transcription services (transcripts checked and managed by local researchers).
- Data will be prepared for analysis following anonymization procedures
- Key quotes, themes and summarised portions from the interviews will be translated into English by the field researcher or appropriate translation service
- The field researcher will analyse the data in local language, in close dialogue with WP3 and 4 team.
- Emergent and final findings will be regularly discussed and collaboratively developed.
- A master code book will be shared at the beginning of data collection, and continually refined.