

RESEARCHING THE 'HARD TO REACH'

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Aims of the presentation

- ▣ Our research project: 'caring amongst ethnic minority older people' brief introduction
- ▣ Our research questions
- ▣ Study groups
- ▣ Using a research company to collect primary data: issues and solutions

Research questions

1. What is the prevalence of informal family based care amongst Britain's minority communities?
2. What are the patterns of inter-,intra-generational and transnational provisions of care and caring and how does this vary across the major groups?
3. How do minority communities understand and conceptualise the notion of care and caring?
4. How do older people from these groups experience the provision of informal care from the same and younger generation carers? What is the experience of older people in providing care across and between generations?
5. How are family obligations and responsibilities for the provision of informal care negotiated across and within generation groups and transnationally?

2 methods:

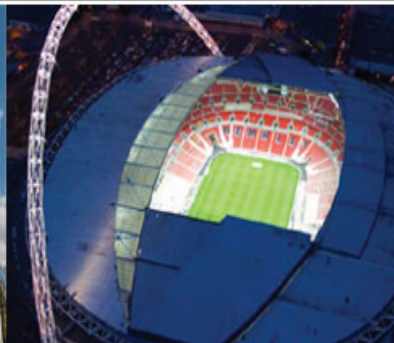
- ▣ Quantitative survey
- ▣ Qualitative in-depth interview

Questionnaire Survey Sample group

England Sample	Ages 40-64	65+	Wales Sample	Ages 40-64	65+
Caribbean	50	50	Caribbean	50	50
African	50	50	African	50	50
Indian	50	50	Indian	50	50
Chinese	50	50	Chinese	50	50
Pakistani	50	50	Pakistani	50	50
Bangladeshi	50	50	Bangladeshi	50	50
TOTAL	300	300	TOTAL	300	300

Interview Sample Group

England Sample	Ages 40-64	65+	Wales Sample	Ages 40-64	65+
Caribbean	5	5	Caribbean	5	5
African	5	5	African	5	5
Indian	5	5	Indian	5	5
Chinese	5	5	Chinese	5	5
Pakistani	5	5	Pakistani	5	5
Bangladeshi	5	5	Bangladeshi	5	5
TOTAL	30	30	TOTAL	30	30



OUR CLIENTS:

■ General Motors

■ ClearChannel

■ Weetabix

■ Ofcom

■ Metropolitan Police

■ GSK

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We have ISO 9001, Royal Statistical Society, and MRS validations. Supported by our in-house multilingual interviewing teams, you can be sure that Ethnic Focus research services add value to all your research needs.

ABOUT US

We have an enviable track record of research for UK & Global household brands, and non-government clients. We have consistently added value to client objectives for the past 15 years.

We focus on helping in generating clear insights through cutting edge culturally relevant Quantitative and Qualitative techniques supported by inhouse resources, including multi-lingual interviewing, opinion tracking surveys and state of the art viewing facilities at our London HQ.

Questions we considered as a research team?

1. What makes a good interview guide?
2. Quality of interviewers and translation
3. Where does situated knowledge, positionality, reflexivity fit?

Key actors in the research

1. 'Us' the research team
2. 'Fieldworkers' from Ethnic Focus
3. 'Participants'
4. 'Translators' and 'Transcribers'

‘The relationship between languages and researchers, translators and the people they seek to represent are as crucial as issues of which word is best in a sentence in a language’
(Temple and Vang, 2004:164)

	. How would you describe your ethnicity:						Total
	Black Caribbean	Black African	Indian	Pakistani	Bangladeshi	Chinese	
English	98	49	16	14	5	0	182
Punjabi	0	0	5	26	0	0	31
Sylhetti	0	0	0	0	12	0	12
Bangla	0	0	0	0	4	0	4
Somali	0	32	0	0	0	0	32
Yuroba	0	9	0	0	0	0	9
Urdu	0	0	0	19	0	0	19
Gujarati	0	0	21	0	0	0	21
Hindi	0	0	10	0	0	0	10
Chinese	0	0	0	0	0	2	2
Total	98	90	52	59	21	2	322

1. How do we cross check accuracy and what do we mean by accuracy?
2. Rigour in translation and interpretation
3. Validity – what do we mean?

RIESSMAN (1993:12) argues that:

‘transforming spoken language into a written text is now taken quite seriously because thoughtful investigators no longer assume the transparency of language’

Squires (2008:05) argues that:

‘A non-health care Spanish speaking person may translate the English word ‘self-care’ on one of two ways: self-care or caring for oneself. The researcher coding the data may develop different codes based on how the translator translated that concept’.

Concluding Comment:

- ▣ Need to consider language and translation throughout
- ▣ Raise the importance of epistemology in translation