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BYSTANDING INTERVIEW WITH THE VOICELESS: A MIXED METHOD APPROACH TO FIELDWORK IN CHINESE SENSITIVE SURVEY

ABSTRACT

Conducting public opinion surveys on sensitive topics like NIMBY ("Not in My Backyard") facilities among China's rural population (often voiceless) is challenging. To advance relevant research, a new mixed-method approach is proposed in this paper based on fieldwork in Huizhou, China, concerning the T Nuclear Power Plant.

The approach combines the paper-and-pencil interviewer-administered questionnaires (PAPIAQ) and bystanding interviews (BI). While PAPIAQ prioritizes researcher neutrality, potentially creating a barrier for less educated respondents, BI fosters deeper interaction and clarifies responses. This strengthens both data reliability (through PAPIAQ illustration) and BI text validity (through deeper understanding). Coded BI texts and statistically analysed PAPIAQ data (via elaboration procedure) ultimately generate a more valid and reliable understanding of rural sentiments on sensitive issues.

Keywords

Bystanding interview; Mixed-method approach; Sensitive survey.

1. Introduction

In recent years, environmental issues have received much attention, and energy shortages have been identified as a future challenge (Maanan et al., 2018). Since the United Nations proposed the 2030 Agenda, nuclear power has played a growing role in China's green transition. In China, nuclear power is being utilized to balance environmental protection and energy growth, with concurrent policies aimed at enhancing nuclear energy and expanding the program. However, the development of nuclear power has been controversial in the post-Fukushima era due to its catastrophic impact (Visschers et al. 2011). The public's sensitivity to nuclear-related events is constantly rising.

Conducting fieldwork for public opinion surveys on not-in-my-backyard (NIMBY) facilities presents unique challenges at the grassroots level in China, where such topics are often deemed sensitive by local communities. A combination of patriotic sentiment and authoritarian governance contributes to a culture of silence in public discourse, particularly among the less educated, rendering them effectively voiceless.

Furthermore, China's familial ties and a culture of obedience amplify the tendency of survey respondents to conform to socially desirable responses, fearing the repercussions of disclosure. This dynamic significantly hampers the efficacy of traditional methods aimed at enhancing sensitive surveys, such as ensuring anonymity, alleviating concerns, detecting dishonesty, increasing perceived benefits, and manipulating the context. Consequently, obtaining valid responses from marginalized Chinese groups on sensitive matters remains a formidable challenge.

Drawing on research conducted in Huizhou, China, with a focus on the T Nuclear Power Plant (NPP-T), this study proposes an innovative mixed-method strategy to improve the conduct of sensitive surveys among disenfranchised populations. This novel approach incorporates 'bystanding interviews (BI)' within paper-and-pencil interviewer-administered questionnaires (PAPIAQ), enhancing the validity and reliability of the collected data.

This mixed-method strategy will help to avoid two faults in present-day sensitive surveys (response-error & non-response error) and will promote the achievement of a dynamic continuity in social research. After illustrating the theoretical background (Part 1), this paper will provide a detailed description of the context background of our mixed-method approach (Part 2) and then demonstrate it with a case study (Part 3). Finally, the paper will conclude with a summary and reflection. The overall structure is shown as below.

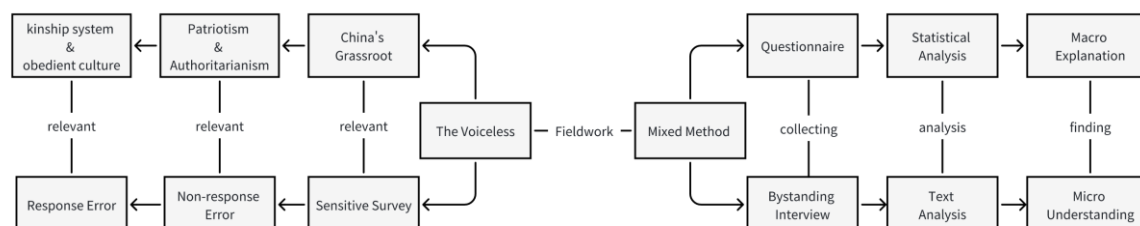


Figure 1. Overall Structure

2. Literature Review

This study will conduct a literature review of two parts, sensitive survey and dilemma of method in sensitive survey, to refine the contextual entry point of the study and formulate the research questions.

2.1 Sensitive Survey

In academia, "sensitive issues" usually refer to issues that may raise questions about truthful reporting or lead to other undesirable consequences (e.g., legal sanctions), or are an invasion of privacy (Tourangeau & Smith, 1996). Subsequently, Tourangeau & Yan (2007), from a more usability perspective, noted that sensitivity issues include three definitions: (1) "intrusiveness," which refers to the issue itself being perceived as a privacy or taboo in a certain cultural context, such as sexual preference or health status; (2) "Threat of disclosure", i.e., concerns about the risks, costs, or negative consequences that might result if truthfully reported, such as issues of theft, tax evasion, or illegal entry into the country. (3) "Social desirability", which refers to an attitude or behavior that clearly violates existing social norms and is therefore considered unacceptable by society.

In practice, however, attention also needs to be paid to the social dimension of sensitivity, as Lee & Renzetti (1993) state: the sensitivity of a study is not rooted in the subject matter itself, but in the interaction between the subject matter and the social context in which the study is conducted. Sudman & Bradburn (1982) also found that "silent" behavior occurs when inaccurate data is produced, often because of response bias due to social expectations, social norms, and personal censorship mechanisms of the researcher. In other words, the "red line" for sensitive questions fluctuates according to differentiated social structures, social institutions, and social rules.

China is unique in the sense that, from a historical perspective, the mechanism of social operation is embedded with profound and unique cultural and political genes. Sensitive issues in China can be categorized into three types: (1) personal sensitive issues (age, sexual orientation); (2) sensitive issues in the functionaries of public power (family planning issues, etc.); and (3) sensitive issues in international relations (territorial, human rights issues, etc.) (Yang et al., 2017). Especially in the field of public affairs, the tradition of "strong state" is a typical feature of Chinese society (Cao & Zheng, 2023), therefore, with the gradual rise of China, "sensitive issues" have a deeper significance for discussion in this historical soil. Therefore, with the gradual rise of China, "sensitive issues" have a deeper significance in this historical soil.

"Nuclear-Power" is a keyword in the sensitive discourse of the public domain. In the post-Fukushima era, on a global scale, issues related to nuclear power have shown an increasing level of sensitivity (Visschers et al., 2011). In recent years, nuclear power has played a crucial role in the sustainable development process in China. It is also a major project led by the government. However, the construction of nuclear power plants involves conflicts between economic rationality, technical rationality, environmental justice, and the well-being of life (Alhakami & Slovic, 1994).

This, to a certain extent, leads to a sense of "deprivation" and "unfairness" among stakeholders (Wang & Xu, 2012), resulting in NIMBY (Not in My Backyard) conflicts (He, 2009). Thus, under the discourse of "common prosperity" and "governance innovation" (Huang, 2023), the discussion of "interests" in nuclear power construction has become a sensitive issue in Chinese society.

In addition, China's nuclear power projects are generally located away from densely populated areas. The corresponding economic and urban development is relatively lagging, and the "portrait" of the main stakeholders involved in these projects exhibits certain uniqueness. Due to the differences in structured social capital between urban and rural areas (Ying, 2018), these stakeholders often find themselves on the margins of society. The notions of "subjectivity" and "visibility" are diminished, leading to sensitivity in the social class structure.

It is noteworthy that, during the process of research execution, sensitive issues often encounter more frequent "data missing" problems compared to non-sensitive issues. This can have a substantial impact on research members, leading to significant challenges in data collection and analysis (Lee & Renzetti, 1993).

2.2 Dilemma of Method

In the face of sensitive issues, respondents often choose to "misreport" or "not to answer." Individual-level "avoidance" or "socially desirable responding" can lead to foreseeable biases in the estimated values of surveys at the aggregate level (Krumpal, 2013). This phenomenon constitutes a type of response error (Krumpal, 2013), which includes survey errors and nonsampling errors. The latter has a closer relationship with sensitive surveys and encompasses non-response and false response scores. Therefore, scholars are paying attention to how to enhance the effectiveness of responses to sensitive questions by continually refining methodological approaches to further reduce data errors.

From the perspective of research, data collection is a crucial bottleneck (Des et al., 1999), and many scholars have offered their insights on this issue. Suggestions include reducing the presence of interviewers (Aquilino, 1997), enhancing the anonymity of the question-and-answer process (Lee, 1993), employing skillful wording, or adjusting the context of questions (Fowler, 1995), among other approaches. However, the fundamental difference lies in the two paths of data acquisition: "Interviewer-administered Modes" and "Self-administered." The former, by diminishing the presence of interviewers, tends to yield more accurate responses (Krumpal, 2013), while the latter is more "observational," allowing researchers to be aware of the potential introduction of "bias". However, both approaches have their respective limitations.

As such, mixed-mode surveys have emerged as a new trend (Dillman & Tarnai, 1988), capable of enhancing survey coverage, addressing issues of response/non-response (De et al., 2012), and reducing survey errors (Biemer & Lyberg, 2003). Consequently, they have garnered widespread attention.

After collecting first-hand data, the analysis of discussions on sensitive issues becomes crucial. Researchers need a discerning eye to identify hidden content. Therefore, we will further extend the discussion to the entire research process, which inevitably involves mentioning the Mixed-Method Approach.

In recent years, scholars have increasingly emphasized the integration of quantitative and qualitative methods because society is multifaceted, multilayered, and multi-perspective (Pawson, 2008). From a functionalist perspective, the amalgamation of data from qualitative and quantitative studies can yield valid and reliable empirical evidence for interpretation (Smith, 1987), along with the advantages of (1) broadening the scope of experimental subjects, (2) assessing the effectiveness of interventions, and (3) "reinforcing" and enhancing the significance of the research (Collins et al., 2006).

Cutting across ontology and epistemology, Bryman (2001) found that the addition of qualitative research can build on interpretivism to further connect to inherent structures and mechanisms to depict and explain the world in greater detail; and the addition of quantitative research can build on interpretivism and constructivism to provide meaning, motivation, explanations, and rules of tendency for people's actions.

The discussion by Bergman (2008) provides significant inspiration for this study. He argues that mixed research methods emphasize the "mixing" of data collection and analysis methods rather than rigidly defining boundaries. Based on this, he outlines the core principles of mixed research methods: (1) distinguishing methods of data collection, and (2) distinguishing methods of data analysis. This study adopts these principles as a framework for further discussion.

Furthermore, each method will be established based on specific historical developments, social structures, and other contextual factors. However, the discussion of the above methodologies is largely based on a Western context, and the world is diverse, with each region having its own heterogeneity. A comprehensive "methodological inclination" needs further refinement, considering the actual conditions of the target region, especially the local "people." It is worth further exploring whether existing approaches, namely anonymity guarantee, concern relief, liar catching, benefit increase, and situation manipulation, have a significant impact and whether they extend into more feasible operations.

Nowadays, in the existing research on mixed research methods, there is no specific methodology based on the discussion of sensitivity research in the Chinese grassroots context. Therefore, we ask the following research questions to fill this gap:

- (1) What characteristics do sensitive issues exhibit in the context of grassroots China? What specific data inaccuracies may arise?
- (2) When researching sensitive issues at the grassroots level in China, how can innovation be introduced in data collection and analysis?

3. Context Background of Novel Approach

Fieldwork on the public opinion on not-in-my-backyard (NIMBY) facilities has always been difficult among grassroots China as corresponding issues are considered sensitive to villagers. The kinship system, obedient culture along with Patriotism and Party Authority lead not only to their silence in public communication but also to their reluctance to intervene in sensitive items, especially among the less educated ones, making them the voiceless.

In this study, we define the voiceless in terms of sensitive studies in China as grassroots individuals in China who lack the ability or opportunity to express their opinions, concerns, or needs due to social inequality, marginalization, and power dynamics.

The voiceless groups in grassroots China share the similar vulnerability and disadvantaged status to their counterparts in the rest of the world but suffer from peculiar causes to their voicelessness in specific context. For the general similarity, the voiceless is a result of certain power relations in a certain society where the voiceless are placed at a disadvantaged position against the mainstream discourse, economically, culturally, and politically. Due to the disadvantaged position, the voiceless lose unwillingness and capability of speaking up.

However, this similarity does not deny the uniqueness of the voiceless struggle in the context of grassroots China. According to our observation and fieldwork in grassroots China, cultural and political reasons play the most critical role in causing voicelessness among rural citizens. Before further explanation, it is necessary to clarify the scaling of "grassroots China." In the study, "grassroots China" refers to the less developed countryside of rural regions in the country. By saying "less developed," we simply mean a lower developing level than that of urban China. In grassroots China, the voicelessness is created and reinforced by cultural factors (patriotic culture, obedient culture) and political factors (kinship system, authoritarian system).

In the following two sessions of this part, we will investigate how these factors cause voicelessness in relation to response errors and non-response errors. And how these errors can be fixed by the mixed method approach we proposed. By the mixed method approach with BI, we avoid speaking for or on behalf of the voiceless. On the contrary, we are fully aware of "the dangers of speaking up for the voiceless and of the necessity of giving voice to the voiceless. The latter has long been realized by Chinese scholars. (Liu & Wang, 2018)

And by no means does this study aim to criticize the cultural or political systems in China. In fact, although these systems and the mainstream discourse they generate lead to voicelessness in rural China, they guarantee the social stability, fast development and strong economic resilience. And during fieldwork, we witness strong support from the grassroots level to the systems.

3.1 Response Error

Response error is the return of false or subjectively modified information from survey respondents. (McNabb, 2013: 114) It has the least to do with how a survey is administered to respondents. Broadly speaking, response error results from one or more of these events in the survey process: (1) measuring of the wrong thing, (2) incorrect or biased measurement, or (3) variability due to poorly designed survey instruments (Datka & Frankel, 1991). In Chinese sensitive studies at the grassroots level, event (1) and (2) are likely to be caused by the kinship system and obedient culture among the voiceless.

Kinship system remains strong and important in grassroots China. "[T]he whole Chinese social structure is built upon the basis of the 'extended family' organization, which in turn is based upon the systematization of the mutual relationships among its members." (Fêng, 1967) It will tremendously affect the process of academic survey among the rural villagers.

There are three problems to solve in a survey encountering the kinship system: (1) male dominance; (2) elder dominance; and (3) family dominance. All three kinds of dominance marginalize if not eliminate certain voices. For male dominance, female villagers are less likely to speak up over public affairs. The female voices can be suppressed and replaced by the male ones in their families. For elder dominance, youngsters are taught to respect the elderly and not to voice against the respected over public issues. For family dominance, if a family has chosen a stance in some public issues, individuals tend to hide their own voices. The three kinds of dominance are interrelated. The family stance is highly formulated by the males in the family, especially elder males. Elder females may also have a say within the family, but they are usually silent in public, especially when with males around.

Because of the kinship system, some respondents answer as the dominating ones expect instead of their own opinions. While the family stances may strengthen collective bias, the male dominance causes gender bias, and the elder dominance causes aged one.

Obedient culture can also cause wrong measuring and biased measuring. The compliance with kinship system is part of the obedient culture as well. The villagers in grassroots China must live under the governance of both the villagers' committee and the local government at the same time. The villagers' committee is a self-governing body established on direct election but often compromised by powerful families in the village. The elderly males in those influential families are much more likely to be elected to the villagers' committee. In public issues, the villagers' committee not only speak for the villagers, but also has the obligation accept guidance from the local government. Besides, a villagers' committee can has its own interests -- the interests of influential families who control the committee.

The influence of villagers' committee can generate fear. And the direct election system and neighborhood attract overtrust. Villagers may also be afraid of the local government, which can deliver pressure to villagers directly or through villagers' committee. Fear and overtrust are all contributors to the voicelessness in the villages. Obedient villagers can easily produce wrong measuring and biased measuring in a survey.

PAPIAQ with BI is expected to effectively eliminate response errors caused by kinship system and obedient culture. The presence of researchers when filling up questionnaires encourages the voiceless to speak up for themselves. By constantly questioning whether the response represents the respondent's own opinion, the respondent is more likely to answer according to his or her own stance. Besides, BI also functions as an explainer for the questionnaire items. This helps assure that the respondent is not measuring a wrong thing. In the meantime, text analysis of BI will be done after to improve reliability and validity. For example, to test whether the researcher has misled respondents during BI.

3.2 Non-Response Error

Non-response error refers to the situation where individuals who are part of a survey either choose not to or are unable to provide a response to a specific question or the entire survey, especially when sensitive questions are raised. The reasons behind nonresponse can differ from one person to another. In the context of grassroots China, patriotism and Party Authority are both significant factors that can cause non-response errors.

In China, patriotism is "is of realistic significance on safeguarding national sovereignty and interests, and helps to achieve the China dream, deal with complex international environmental challenges, and participate in the international competition." (Wang & Jia, 2015)) While patriotism itself does not directly cause non-response error, it can indirectly influence individuals' decision to participate or provide accurate responses. One way in which patriotism can impact non-response error is when survey questions or the survey itself touch upon sensitive or controversial topics that are closely tied to patriotic beliefs or values. For example, if a survey asks about opinions on national security measures or military actions, individuals who strongly identify with their country may feel hesitant to respond. They may fear that their responses could be misinterpreted or go against their patriotic sentiments. In such cases, they may choose not to participate in the survey or provide incomplete or biased responses, leading to non-response error. Additionally, patriotism can also play a role in non-response error when individuals perceive a disconnect between the survey and their patriotic identity. If they feel that the survey does not adequately represent their country or fails to address important aspects of their patriotic values, they may be less motivated to participate or provide accurate responses. This can result in non-response error as these individuals may opt out of the survey or provide incomplete or biased information.

Grassroots villagers in rural China have a tendency of self-conviction of treason when expressing anti-mainstream views. Inside their heart, standing against the government, the Communist Party of China (CPC) or other entities that represent the country would equal to unpatriotic. These national entities form the mainstream in China's public sphere. Therefore, if items tend to attract anti-mainstream voices, respondents are more likely to refuse.

Party Authority can potentially contribute to non-response error in surveys due to its impact on individuals' attitudes and behaviors. At the grassroots level of Chinese voiceless, we can see (1) fear of repercussions, (2) lack of trust, and (3) social desirability bias. In some cases, firstly, individuals may fear potential repercussions for expressing their true opinions or providing honest responses in surveys. They may worry about being identified, monitored, or punished for dissenting views or criticism of the authority. This fear can lead to non-response, as individuals choose to remain silent or provide socially desirable responses that align with the authoritarian regime's expectations. But fear of repercussions is less likely to be seen in regions with better petitioning system, an administrative system for hearing complaints and grievances from individuals and a common tool for grassroots dispute resolution. Lack of trust in institutions, including survey organizations or researchers can be another problem. Individuals may be skeptical about the intentions or integrity of the survey, suspecting it to be a tool of propaganda or surveillance. From the authority side, the local government and villagers' committees can also distrust the researchers. They may censor the survey and, therefore, undermine reliability and validity of the survey. Social desirability bias is due to a culture of conformity and social pressure to conform to the dominant ideology. Individuals may feel compelled to provide responses that are socially desirable or align with the official narrative. This can lead inaccurate survey data.

To mitigate the potential influence of patriotism and Party Authority on non-response errors, PAPIAQ with BI carefully considered wording and framing of questions can help ensure the neutrality of PAPIAQ. It can create a survey environment that fosters trust and encourages open and honest responses, even on sensitive topics.

BI is also convenient to dodge the authority's censorship. Researchers can ask questions that are not on censored questionnaires and gather more information. By addressing potential conflicts between patriotism and Party Authority and survey participation, BI can minimize non-response error and obtain more accurate and representative data.

4. Case Study of NPP-T: Operation and Explanation

A fault of many sensitive surveys is the response error and non-response error from interviewees of quantitative or qualitative research designs as seen in their collecting plans, which also interferes the validity & reliability of resulting theory that generated from ongoing analysis.

The example reviewed in this part shows how to ameliorate this problem by following the mixed-method strategy while collecting and analyzing data in our field site (Huizhou, China), concerning the crisis communication of NPP-T. This approach employs BI in PAPIAQ to assure validity and secure reliability at the same time.

To make the research a panoramic and comprehensive one, this research adopts a fully mixed and equal treatment design (Leech & Onwuegbuzie, 2007) to answer research questions and verify research hypotheses at the same time, that is, the quantitative method and qualitative method are mixed throughout the study. The specific research design is shown in Figure 2.

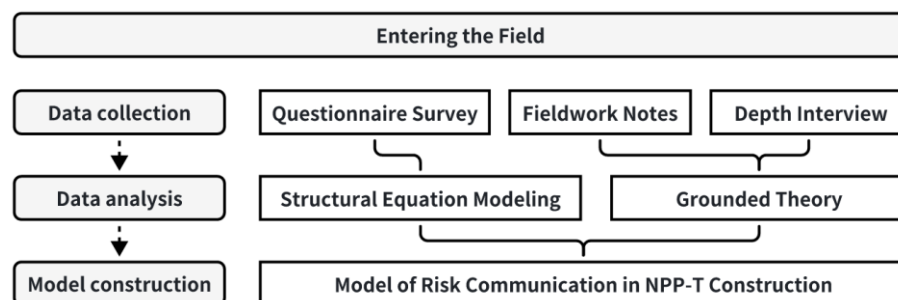


Figure 2. Research Design

4.1 Data Collecting: Link Questionnaire & Interview

Previous quantitative studies concerning sensitive topics usually conduct PAPIAQ to measure the attitude, tendency and perception of their research targets, which have found a barrier between the less educated, voiceless respondents.

To approach them, scientists need to affirm themselves the reliable impression after long-term participant observation, whose time & money cost is inappropriate for most studies. As a solution, the fieldwork shows that the bystanding interview apparently softens the barrier by initiating comprehensive interaction between researchers and respondents during the questionnaire survey.

First of all, it is helpful for researchers to explain about the purpose of surveys and their benefit to respondents, as PAPIAQ itself attributes authenticity to research with scientific measures. As the qualitative study itself can be regarded as interaction between researchers and informers, it is also important to get through your respondents that the helpful role of their data in promoting the public awareness of this region and dealing with recent problems. After the pre-survey interaction, grassroots villagers who rejected to filling out the questionnaire before tends to be interested in this study, as it proved in our study.

By PAPIAQ plus bystanding interviews, we expect not only to improve accuracy by helping the poorly educated fully understand the questionnaires but also to reduce bias. In the power dynamic of rural China, local authorities can be influential and create bias in field research. By placing a reliable researcher who is familiar with the local atmosphere, we believe that PAPIAQ with bystanding interview eliminates most of the political pressure and related bias. It is because that the face-to-face interaction with the researcher convinces the respondents that this research is done by neutral professionals instead of the authorities. We also notice that without the presence of researchers, village cadres sometimes try to mislead the respondents or even to fill the forms in the name of villagers. Therefore, despite the risks of researcher effects, we believe that PAPIAQ help reduce bias and make the data more reliable.

Moreover, the interviewer is able to delve into the reason and details behind certain interviewee's attitude across each item, especially those closely related to their interests, which can verify or falsify their answers and then avoid the response-errors.

Hence, the reliability of data increases as researchers illustrate items in the bystanding interview; and the validity of the text increases as the interviewer can delve into the decision-making process behind the respondents' answers to each item. In the meantime, the texts of recorded interviews after permit will be coded and analyzed in the next stage.

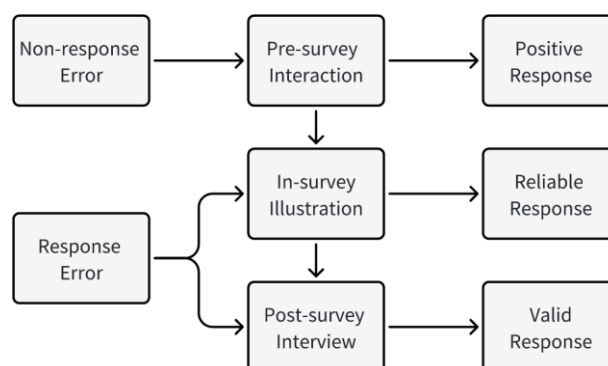


Figure 3. Operational Flow of Bystanding Interview

4.2 Data Analysis: Link Measurement & Interpretation

Apart from its power in collecting stage, the qualitative text could be subjected to statistical analysis of quantitative data using the elaboration procedure, resulting in valid understanding of survey field (micro) and reliable explanation of research field(macro).

After collecting relevant materials, the research team conducted constructive open coding and focused coding on the texts of field note and bystanding interview together to present the risk communication practice of nuclear power plants in a panoramic view and combined with quantitative analysis of the questionnaire data to draw a theorizing conclusion. With the help of grounded theory, all text have been merged into 10 core dimensions (5 each for communication subject and object) and 21 topics. Additionally, this kind of qualitative analysis also help the researchers to find two new intermediate players in grassroots risk communication and one unprecedented social factor when stakeholder villager perceived the construction of nuclear power plant nearby.

When it comes to the statistical analysis, this research firstly presents the basic data of the questionnaire survey and preliminarily explores the communication effect. To further illustrate the risk communication effect with exploratory analysis, the structural equation modeling is applied to test the hypothesized correlation and analyze the mediating effect of emerging variables. This kind of quantitative analysis help researchers to examine the role of proposed factors into the effect of risk communication and find new relations between different factors.

To put it in a nutshell, the drafted paper afterward provides a comprehensive and in-depth analysis of the risk communication effectiveness of NPP-T based on the fieldwork and questionnaires. On the one hand, it provides a qualitative description of the risk communication with stakeholder villagers. On the other hand, it illustrates and evaluates the effect of risk communication via quantitative analysis. The quantitative analysis in this research finds out the core contributing factors of risk communication through structural equation modeling.

To further interpret the process and background that leads to this kind of effect, this research gradually reconstructs concepts in the context of Chinese rural stakeholder villagers for new interpretation, and presents the theoretical model perfected by this research (presented in another paper), in order to enrich the cognitive perspective of relevant research.

5. Conclusion

As above, based on our field investigation at the NPP-T, we proposed the method named 'bystanding interviews (BI)' within paper-and-pencil interviewer-administered questionnaires (PAPIAQ), which has further enriched the development of mixed research in the context of sensitive surveys in China, a research context characterized by a unique social structure and historical culture. The advancement of the methodology outlined above contributes to further uncovering the hidden contradictions and conflicts beneath the surface of Chinese society, thereby promoting social governance and fostering positive development.

The respondents of sample study are the villagers in the natural villages within 5 kilometers of the nuclear power plant, compared with the modern city, there is a richer structure of Chinese social action embedded in the more sub native countryside, and the villagers' thinking, speech and behavior contain a more typical, traditional, Chinese "social and cultural psychology", which makes it difficult to make a comprehensive analysis based on the questionnaire data alone.

Therefore, this study adopts a hybrid approach to promote pre-survey interaction, mid-survey illustration and post-survey interview throughout the questionnaire survey in collecting stage. After that, qualitative analysis of text that generated from interviews is combined with quantitative analysis of data, in order to link the micro effect and macro principle of certain research target better.

Meanwhile, it is worth pointing out that this study also has some shortcomings. Inappropriate interaction and introductory illustration could have created "researcher effect" and affect the validity of data. However, it depends on the quality of researchers who regard themselves as one of the most important research tools, which is a publicly accepted premise of qualitative study.

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