

Qualitative Research Process

Qualitative Research

“One undertakes qualitative research in a natural setting where the researcher is an instrument of data collection who gathers words or pictures, analyzes them inductively, focuses on the meaning of participants, and describes a process that is expressive and persuasive in language.” (Creswell, 1998)

Steps of Qualitative Research Process

1. Identifying a research problem/stating the problem
2. Reviewing the literature
3. Specifying a purpose and research questions
4. Collecting the data
5. Analyzing the data
6. Determining the quality of data
7. Reporting the research

1. Identifying a research problem

- State the problem or issue to be examined in this study.
- How have others addressed this problem? does the research problem fit into existing literature? How
- Use theory in the introduction to put the current study within a place of importance, to guide researchers as to what is important, not to develop hypotheses from which to direct the study.
- What are the deficiencies in other studies? What was lacking in other studies that lead you to select your topic and research questions?

2. Reviewing the literature

- Qualitative literature plays a minor role.
- Qualitative literature justifies the research problem.

3. Specifying a purpose and research questions

- Qualitative purpose statement and research questions
 - Broad and general
 - Seek participants' experiences.

4. Collecting the data

A. Observations/field research

B. Interviews

C. Documents

D. Audiovisual materials

5. Analyzing the data....

- Step 1: Organize and prepare the data for analysis.
- Step 2: Read through all the data to obtain a general sense of the information and to reflect on its overall meaning.
- Step 3: Begin detailed analysis with a coding process. Coding is the process of taking text data or pictures, segmenting sentences (or paragraphs) or images into categories, and labeling these categories with a term, often a term based on the actual language of the participant.

5. Analyzing the data

- Step 4: Use the codes to generate a description of the setting or people as well as categories or themes for analysis. Description involves a detailed rendering of information about people, place, or events in a setting. Researchers can generate codes for this description.
- Step 5: Advance how the descriptions and themes will be represented in the qualitative narrative.
- Step 6: Evaluate the lessons learned from the data and make interpretations (or meaning) of data.

6. Determining the quality of data

<p>Verification, rather than internal validity. Are findings accurate from the standpoint of the researcher, the participants, or the readers of an account?</p>	<ul style="list-style-type: none"> -Triangulation of data -Member checks -Rich, thick description -Clarification of researcher stance and preparation -Negative or discrepant information -Prolonged time in the field -Collaborations: of peers, using external auditor and peer debriefing
<p>Transferability, rather than generalizability: Lincoln and Guba propose that is up to the reader, rather than the original investigator, to determine if the findings can be transferred or applied to another setting.</p>	<ul style="list-style-type: none"> -Rich, thick description -Triangulation to strengthen study's usefulness for other settings -Use peer debriefer to review and ask questions about the study so that the account will resonate with people other than the researcher
<p>Dependability (Marshall & Rossman, 1995). Dependability of the researcher's account of the changes inherent in any setting as well as changes to the research design as learning unfolded.</p>	<p>Dependability comes from capturing the changing conditions that occur in the setting and the study design in response to this reality</p>
<p>Confirmability (Marshall & Rossman, 1995). Confirmability deals with whether another researcher outside of the study could independently confirm the findings.</p>	<p>Checks to control for bias in interpretation</p> <ul style="list-style-type: none"> -Check and recheck data and search for rival hypotheses -Bracket researcher assumptions, personal values and beliefs -Conduct an audit of the data collection and analytic strategies

7. Reporting the research

1. Note patterns and themes
2. See plausibility – make initial, intuitive sense
3. Cluster by conceptual grouping – group things that seem similar
4. Make metaphors – a kind of figurative grouping of data and to achieve more integration among diverse pieces of data
5. Count – see what's there and keep oneself honest
6. Make contrasts and comparisons – by clustering and distinguishing observations
7. Partition variables – to unbundled variables that have been prematurely grouped
8. Subsume particulars into the general, shuttling back and forth between first-level data and more general categories.
9. Factor – reduce the number of variables, similar to grouping variables by a category or theme
10. Note relationships between variables
11. Find intervening variables
12. Build a logical change of evidence – integrating categories, subcategories, themes into a logical, coherent whole
13. Make conceptual/theoretical coherence