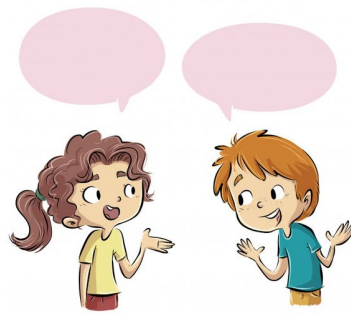


Researcher as Primary Instrument

A second characteristic of all forms of qualitative research is that the researcher

understanding is the goal of this research, the human instrument, which is able to be immediately responsive and adaptive, would seem to be the ideal means of collecting and analysing data.

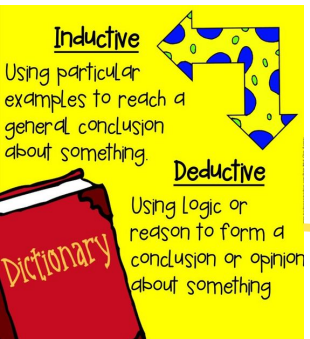
researcher can expand his or her understanding through nonverbal as well as verbal communication, process information (data) immediately, clarify and summarize material, check with respondents for accuracy of interpretation, and explore unusual or unanticipated responses



qualitative researchers undertake a qualitative study because there is a lack of theory or an existing theory fails to adequately explain a phenomenon.

process is inductive

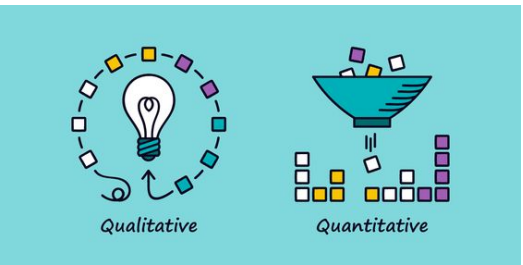
researchers gather data to build concepts, hypotheses, or theories rather than deductively testing hypotheses as in positivist (quantitative) research.



منهج الاستنباط والاستقراء الي اخذناهم بالفلسفة الاستنباط تستخدم قاعدة عامة لتصل الي جملة محدودة الاستقراء تستخدم شيء صغير وتعطي نظرية عامة تطبيقها على كل شيء الأكثر دقة هو منهج الاستنباط

Rich Description of the end product

- The product of a qualitative inquiry is richly descriptive.
- Words and pictures rather than numbers are used to convey what the researcher has learned about a phenomenon.
- There are likely to be descriptions of the context, the participants involved, and the activities of interest.
- In addition, data in the form of quotes from documents, field notes, and participant interviews, excerpts from videotapes, electronic communication, or a combination of these are always included in support of the findings of the study. These quotes and excerpts

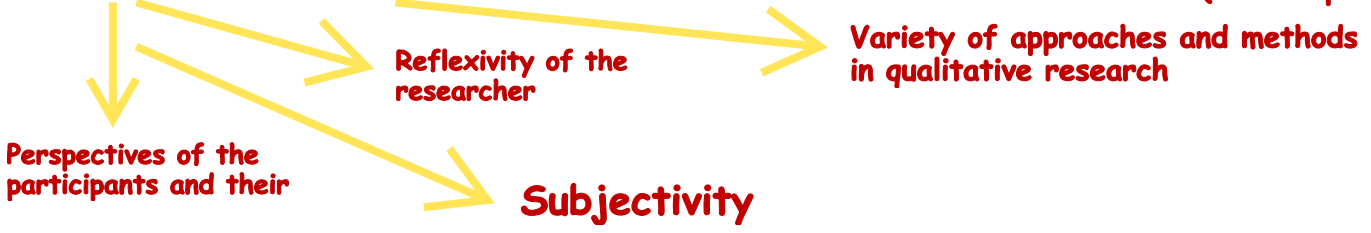


Qualitative research	Quantitative research
Inductive	Deductive
Subjective	Objective
Impressionistic	Conclusive
Holistic, interdependent system	Independent and dependent variables
Purposeful, key informants	Random, probabilistic sample
Not focused on generalization	Focused on generalization
Aims at understanding, new perspectives	Aims at truth, scientific acceptance
Case studies, content and pattern analysis	Statistical analysis
Focus on words	Focus on numbers
Probing	Counting

Qualitative is linked to Quality
WHERAS Quantitative is linked to Quantity.

ESSENTIAL FEATURES OF QUALITATIVE RESEARCH

Focus on the whole (holistic picture)



Qualitative research can complement quantitative data. For example, a qualitative phase of research might precede quantitative data collection in order to explore a new area, to generate hypotheses, or to help develop data collection instruments. In turn, qualitative research might

Naturalistic Design

if it took place in a real - world setting rather than a laboratory, and whatever was being observed and studied was allowed to happen " naturally. "

inquiry the investigator does not control or manipulate what is being studied

Ethnographies, in which the researcher studies an intact cultural group in a natural setting over a prolonged period of time by collecting, primarily observational data. The research process is flexible and typically evolves contextually in response to the lived realities encountered in the field setting

Case studies, in which the researcher explores in depth a program, an event, a process, or one or more individuals.

Phenomenological research, in which the researcher identifies the essence of human experiences concerning a phenomenon, as described by participants in a study. Understanding the lived experiences marks phenomenology as a philosophy as well as a method, and the procedure involves studying a small number of subjects through extensive and prolonged engagement to develop patterns and relationship of meanings.

Narrative research, a form of inquiry in which the researcher studies the lives of the individuals and asks one or more individuals to provide stories about their lives.

Grounded theory, in which the researcher attempts to derive a general, abstract theory of a process, action or interaction grounded in the views of participants in a study. This process involves using multiple stages of data collection and the refinement and interrelationship of categories of information.

(How or what) is the _____ ("story for" for narrative research; "meaning of" the phenomenon for phenomenology; "theory that explains the process of" for grounded theory; "culture-sharing pattern" for ethnography; "issue" in the "case" for case study) of _____ (central phenomenon) for _____ (participants) at _____ (research site).

Observations, in which the researcher takes field notes on the activities and behaviour of the individuals at the research site. In these field notes, the researcher records in an unstructured or semi-structured way, activities at the research site.

Interviews, the researcher conducts face to face interviews with participants, interviews participants by telephone or engages in focus group interviews with six to eight interviewees in each group. These interviews involve unstructured and generally open ended questions that are few in number and intended to elicit views and opinions from participants.

Document review/analysis, the researcher may collect documents, these may be public documents (newspapers, reports, letters, mails)

Data analysis in qualitative research is an ongoing process involving continual reflection about the data, asking analytic questions, and writing memos during the study.

It is not sharply divided from other activities such as collecting data.

The first step in qualitative analysis is to develop thorough and comprehensive descriptions of the phenomenon under study (thick descriptions)

QUALITATIVE SAMPLING



Usually non-probability (purposive or convenience) sampling.

- Rigour refers to the quality of the research.
- Strategies that help in achieving rigour in qualitative research.
 1. Clear descriptions of the sample necessary for the study to be meaningful.
 2. An indication of how and why the sample was chosen.
 3. Engagement with others, such as multiple researchers, in order to code or discuss data widely.
 4. The use of quotations in the representation of data findings.
 5. An assessment of a researcher or group of researchers' assumptions about the data
 6. Peer review of findings.
 7. Clearly defined study design.
 8. Triangulation (examining the phenomenon from different angles; measures, methods, researchers).

Trustworthiness has four components:

1. **Credibility** مصداقية (VS internal validity): the confidence that can be placed in the truth of the research findings. Credibility establishes whether the research findings represent plausible information drawn from the participants' original data and is a correct interpretation of the participants' original view
2. **Transferability** قابلية (VS external validity): refers to the possibility that a qualitative study's theoretical position can be used in other contexts, or with other population groups and that findings can be applied to other contexts, cohorts or population groups.
3. **Dependability** اعتمادية (VS reliability): which refers to whether a study's findings could be achieved, and the working methods repeated, were another researcher to conduct the same study.
4. **Confirmability** تأكيد (VS objectivity): ensures that a study's findings are clearly representative of the participants' views, rather than the researchers' preferences

Rigor and Quality in Research Methods

Quantitative

- › Internal Validity
- › External Validity
- › Reliability
- › Objectivity

Qualitative

- › Credibility (truth value)
- › Transferability (applicability)
- › Dependability (consistency)
- › Confirmability (neutrality)

Criterion

Credibility

Strategy employed

- Prolonged engagement
- Peer briefing
- Triangulation
- Member checks

Transferability

- Providing thick description
- Purposive sampling

Dependability

- Create an audit trail
- Triangulation

Confirmability

- Triangulation
- Practise reflexivity

The main limitation of qualitative research is that their findings cannot be extended to wider populations with the same degree of certainty that quantitative analyses can (limited generalisability) .

Which of the following is true about qualitative research?

- A. Data are usually collected in a laboratory setting.
- B. Focus is on studying the "whole".
- C. Focus is on generalisation.
- D. Qualitative research is deductive.



B -)



Done by Layan Daoud