

### Definition of "Qualitative Research"

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- Research method dependent on description and categorization
- Utilizes data from field notes, audio and video recordings/transcriptions, photographs, clinical records, etc.
- Focus on individual differences and similarities rather than group trends

### Ten Themes of Qualitative Research

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- Naturalistic inquiry
  - people and events in their natural surroundings
- Inductive analysis
  - starting with specific facts, ending with general principles or theories
- Holistic perspective
  - how are different parts relating to the whole milieu?
- Thick description
  - detailed description; cross confirmation of data from different sources
- Personal contact and insight
  - Control of personal biases via awareness that they are inevitable

### Ten Themes of Qualitative Research

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- Dynamic systems
  - Research questions and theories are subject to change over the course of a study
- Unique case orientation
  - Attention given to detail of each individual case
- Context sensitivity
  - Attention to contextual effects and how they influence what is being studied
- Empathic neutrality
  - Research is conducted in a nonjudgmental fashion
- Design flexibility
  - Research questions and topics under study may be changed

### Foundations of Qualitative Research

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- Ethnography
  - derived from anthropology
  - utilizes participant observation
- Phenomenology
  - focus on individuals' experiences and interpretations of events
- Field research
  - data collection in natural surroundings
- Grounded theory
  - observation and verification are continued until grounded theories are developed

### Qualitative Research Designs and Methods

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- The case study method
  - intrinsic: mostly qualitative data, e.g., diary studies
  - instrumental: qualitative and quantitative data
  - collective: data pooled from several case studies to form a broader conclusion

### Qualitative Research Designs and Methods

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- The discourse analysis method
  - study of verbal exchange in a social and cultural context
    - turntaking
    - conversational repair
    - topic shifting
  - study of the linguistic content of a discourse
    - use of connectives
    - narrative formulae
  - study of the pragmatics of expression and comprehension
    - meaning shifts in different contexts
    - speech acts
    - levels of directness

## Qualitative Research Designs and Methods

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- The kinesic analysis method
  - study of “body language”: posture, gesture, facial expression
  - connections usually made with discourse analysis
  - study of cultural differences in these behaviors and how they affect communication and attitude

## Qualitative Research Designs and Methods

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- The direct observation method
  - unobtrusive observation: the researcher does not participate and may be unseen
  - data may be recorded manually or electronically (via recording apparatus)

## Qualitative Research Designs and Methods

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- The participant observation method
  - researcher participates and observes at the same time
  - may be needed to gain the trust or cooperation of participants
  - may be needed to facilitate later analysis of the data

## Qualitative Research Designs and Methods

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- The unstructured in-depth interviewing method
  - interviewer sets topic for discussion and facilitates participation
  - interview is later transcription
  - data analyzed by identifying major themes, quantifying their occurrence, triangulating them with other data

## Credibility and Transferability in Qualitative Research

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- Credibility: comparable to internal validity
  - integrity of observations: how long was observation carried out, how frequent were observed behaviors, are observations supported by other data (triangulation)
  - peer debriefing: do one's conclusions make sense to others not directly involved in the research?
  - negative case analysis: do conclusions fit all the data?
  - referential adequacy: can conclusions be applied to previously unanalyzed data?
  - member checks: do participants concur with the conclusions?
- Transferability: comparable to external validity
  - evaluated by the consumers of the research