Qualitative Research

I. What is it?

II. Conducting qualitative research: prep, sampling, data collection

III. Strengths and Weaknesses
I. What is qualitative research?

- Being in the field
- Anthropology, journalism
- Social context, comprehensiveness, rich texture of life
- Patterns, themes, common categories
I. What is qualitative research?

<table>
<thead>
<tr>
<th>QUANTITATIVE</th>
<th>QUALITATIVE</th>
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<tbody>
<tr>
<td>Theory/hypothesis testing</td>
<td>Theory/hyps. generating</td>
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<tr>
<td>Explanation</td>
<td>Understanding</td>
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<tr>
<td>Quantification and statistics (what/how much?)</td>
<td>Description (in what context?)</td>
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<tr>
<td>Deductive</td>
<td>Inductive</td>
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<tr>
<td>Focus on Objective Data</td>
<td>Focus on Observation</td>
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I. What is qualitative research?

- Topics appropriate to qualitative research
  - Exploratory research questions
  - Topics and peoples in natural settings
  - Data: written or spoken words and observations
II. Conducting qualitative research

1. Preparing for the field

- Gaining entry and building relationships
- Use key informants and consultants
II. Conducting qualitative research

2. Sampling in qualitative research

- Purposive sampling
- Quota sampling
- Snowball sampling
- Deviant case sampling

- Sample size: saturation point
II. Conducting qualitative research

3. Methods for data collection
   - Observation
     - Pure observation
     - Participant observation
       (1) complete
       (2) participant as observer
       (3) observer as participant
II. Conducting qualitative research

3. Methods for data collection
   ▪ Interview
     ➢ Individual
       (1) informal conversational
       (2) interview guide
     ➢ Group: focus group
III. Strengths and weaknesses

1. Strengths
   - Depth of understanding
   - Flexibility

2. Weaknesses
   - Subjectivity
   - Suggestive, not definitive
   - Limited generalizability

   ❖ *Mixed methodology*