

# QUALITATIVE RESEARCH METHODS

## TYPE OF DESIGN

- Tell the reader specifically about the design of the study— the *approach* to data collection, analysis and report writing ( go back to table of Research Paradigms)
- Describe the characteristics of design
  - Typical unit of measure
  - Any other specific characteristics of design
  - Subjects or informants in the study (may need to be especially conscious of anonymity here)

## RESEARCHER'S ROLE

- In some studies it is appropriate to include statements about the researcher's past experiences with the topic, the setting or the subjects
- Steps taken to gain access to the subjects – if Institutional Review Board Permission was required indicate it here
- Comment on any sensitive ethical issues that need to be taken into consideration to maintain anonymity of subjects

## DATA COLLECTION PROCEDURES

- Indicate types of data collection used
  - Interview
  - Observations
  - Focus Groups
  - Document Analysis ( Meeting Minutes, Newspapers)
  - Audio Visual ( photographs, art, film)
- Qualitative data analysis procedure can be eclectic—unlike quantitative procedures which make distinct separations between procedures qualitative procedures can simultaneously engage in numerous procedures
  - Collecting from the field, sorting into categories, formatting the information
- Describe the process of “reduction” or interpretation that you will use to organize the data
- Discuss matrices or coding systems/ programs you will be using

## VERIFICATION

- Discuss the issues of internal validity—accuracy of the information and whether it matches reality
  - Member checks
  - Inter-rater procedures
  - Triangulation
  
- Discuss limitations to generalizability
  - Remember that the purpose of qualitative data is not to generalize findings but to form an interpretation of events but you still need to indicate limitations to generalizability