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
  o Typical unit of measure
  o Any other specific characteristics of design
  o 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
  o Interview
  o Observations
  o Focus Groups
  o Document Analysis (Meeting Minutes, Newspapers)
  o 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
  o 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
  o Member checks
  o Inter-rater procedures
  o Triangulation

• Discuss limitations to generalizability
  o 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