

Academic Research Skills (ARS)

BM013-4-0



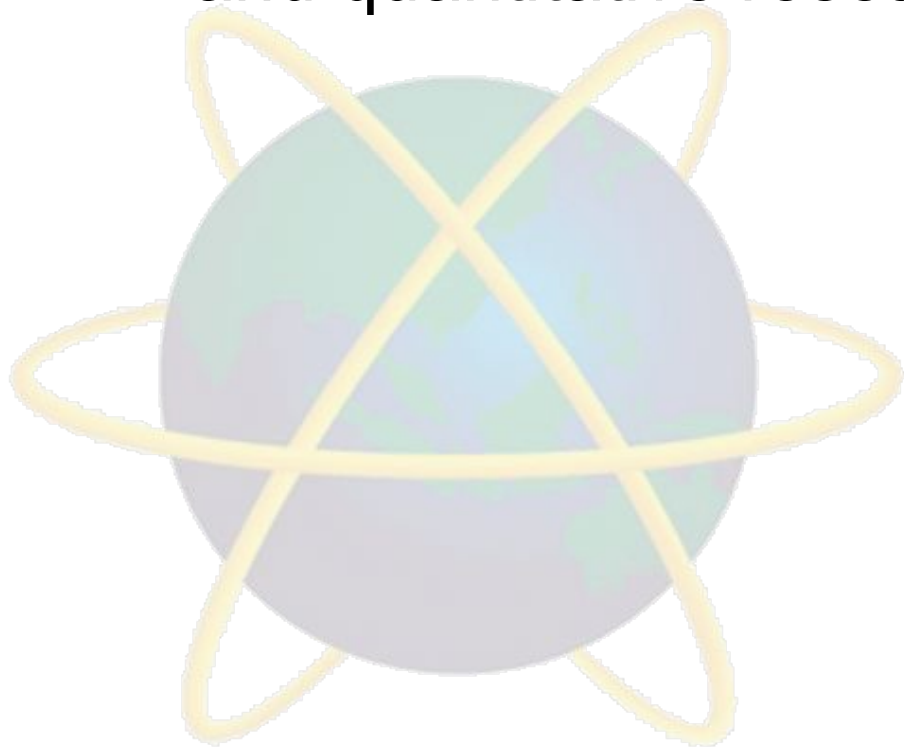
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Qualitative Research Designs & Data
Collection

Module Learning Outcomes (Los)

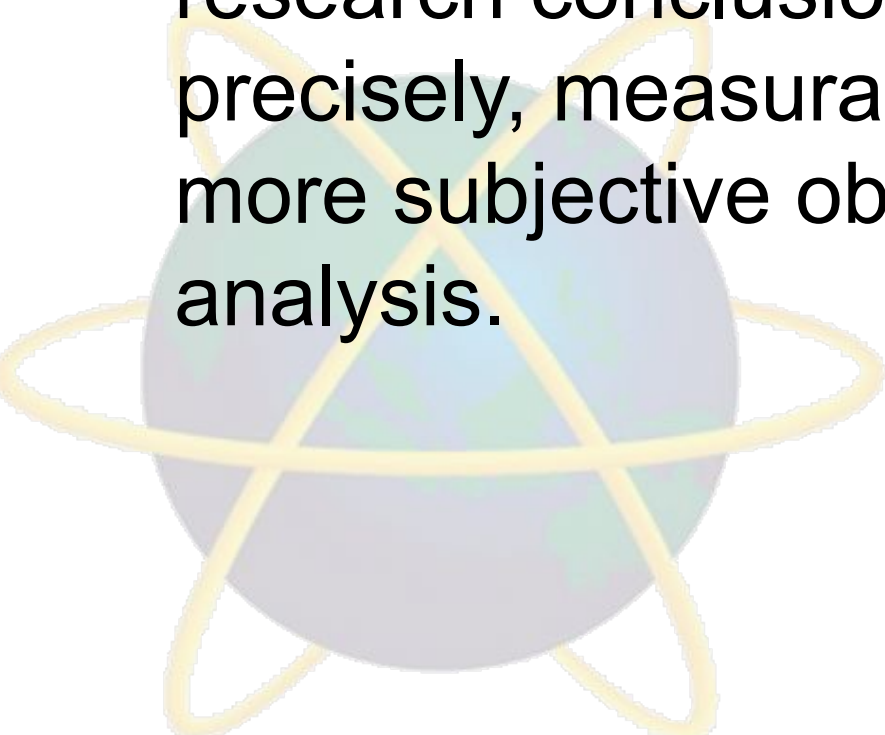
Students will be able to:

- Critically understand the paradigm of qualitative and quantitative research paradigms



Definition of Qualitative Research

Research whose findings are not subject to quantification or quantitative analysis. Its research conclusions are not based on precisely, measurable statistics but on more subjective observations and analysis.



Research Design

When constructing a building there is no point ordering materials or setting critical dates for completion of project stages until we know what sort of building is being constructed. The first decision is whether we need a high rise office building, a factory for manufacturing machinery, a school, a residential home or an apartment block. Until this is done we cannot sketch a plan, obtain permits, work out a work schedule or order materials.

Definition of Research Design

- A plan or strategy which moves from the underlying philosophical assumptions to specifying the selection of respondents, the data gathering techniques to be used and the data analysis to be done.

Keywords: plan, strategy, selection of respondents, data gathering, data analysis

Qualitative Research Designs



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**Grounded
theory**

**Conceptual
studies**

**Historical
research**

**Qualitative
Research
Design**

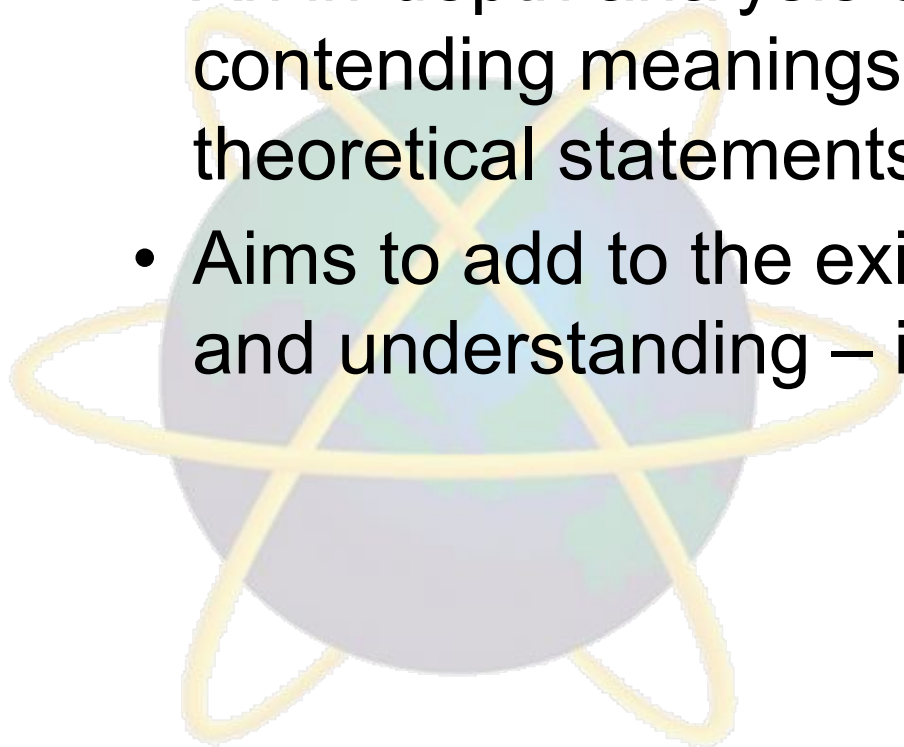
**Ethnograph
y**

**Action
research**

**Case
study
research**

Conceptual Research

- Critically engages with the understanding of concepts
- An in-depth analysis of literature with variety of contending meanings that are compatible with theoretical statements
- Aims to add to the existing body of knowledge and understanding – it generates knowledge



Historical Research

- Systematic process of describing, analysing and interpreting the past
- Tend to focus on why certain events happen and their analysis
- Descriptive analysis that provides information about events and plots the development doesn't explain how or why events occurred

Historical Research

- Four types of historical events that can be used:
 - a) Primary sources
 - b) Secondary sources
 - c) Running records
 - d) Recollection (oral history)

Historical Research

Watch a video about Tutankhamun's
Discovery

<https://www.youtube.com/watch?v=LjEZ2JpiFIE>

Answer the following questions:

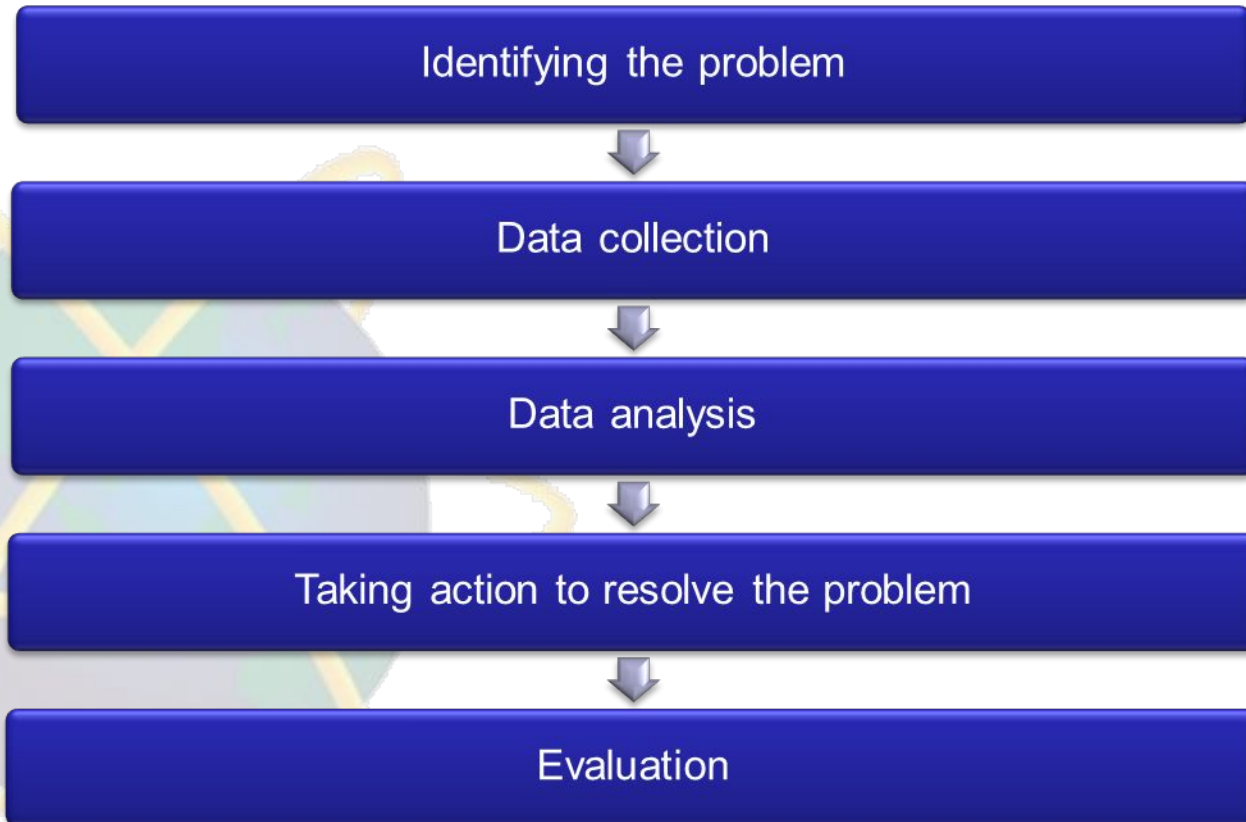
1. What type of historical event is the video?
2. List two descriptions given about Tutankhamun.
3. How was Howard Carter's death perceived?
4. What were the focused events in the video?

Action Research

- Focuses on problems faced by participants to seek for solution
- Important to understand the context to solve the problem
- Researcher is the mediator to help the participants
- Evaluation of the effectiveness of the intervention is an important focus

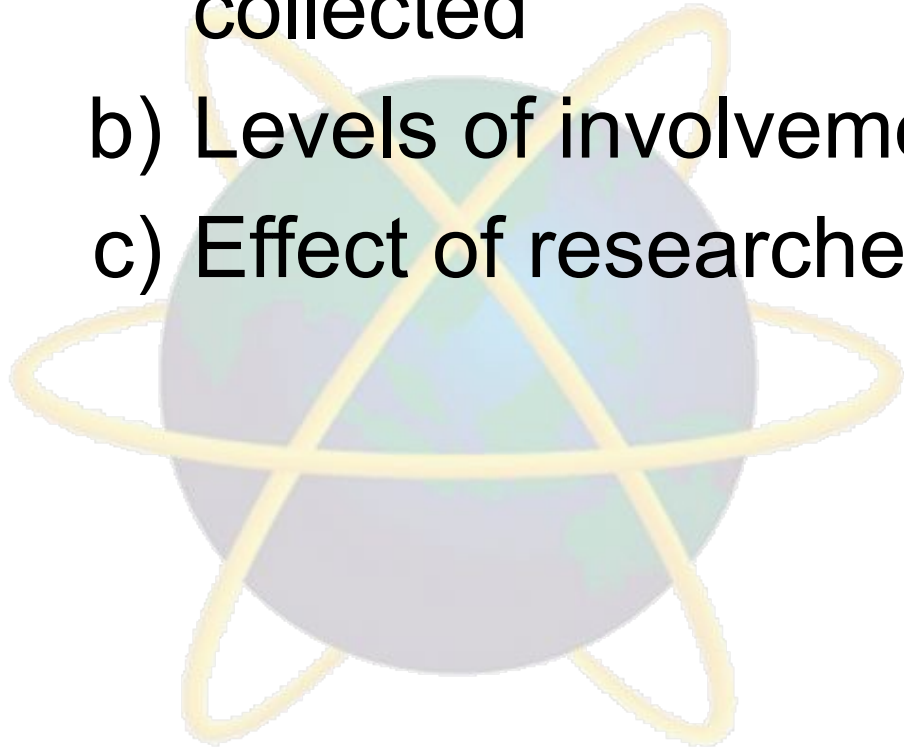
Action Research

- The process of conducting the research:



Action Research

- Possible ethical dilemmas:
 - a) Bias of the researcher towards data being collected
 - b) Levels of involvement of the researcher
 - c) Effect of researcher withdrawing



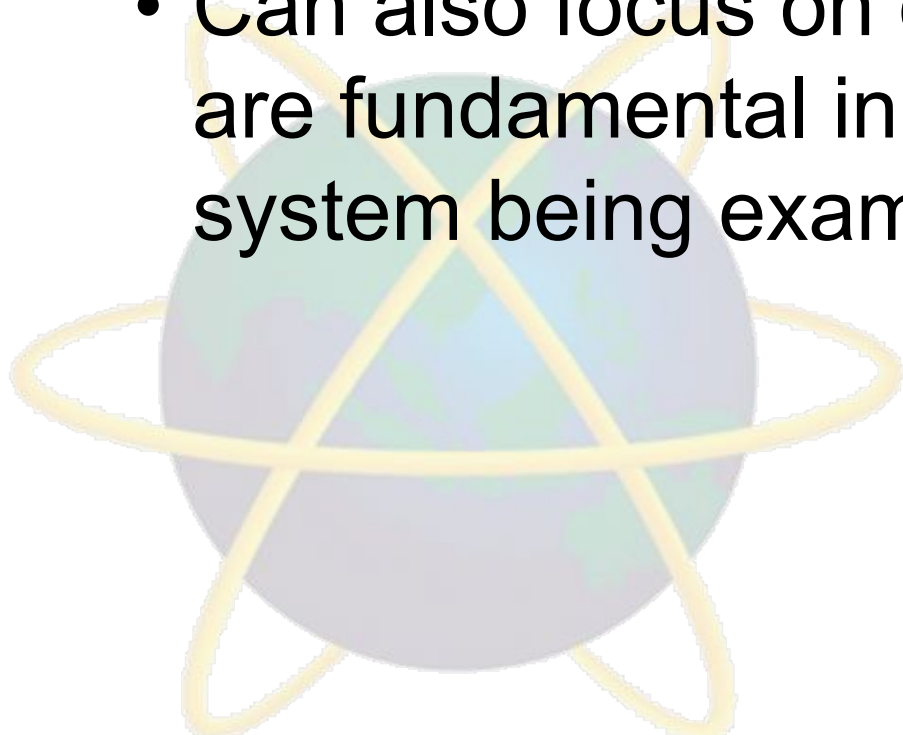
Case Study Research

- There are multiple definitions to define case study:

Authors	Definitions
Bromley (1990:302)	A systematic inquiry into an event or a set of related events which aims to describe and explain the phenomenon of interest.
Yin (1984: 23)	Empirical inquiry that investigates a contemporary phenomenon and context are not clearly evident and in which multiple sources of evidence are used
Maree (2011: 75)	Strive towards a comprehensive understanding of how participants relate and interact with each other in a specific situation and how they make meaning of a phenomenon under study.

Case Study Research

- Focuses on a system of action instead of an individual or groups
- Can also focus on one or two issues that are fundamental in understanding the system being examined



Case Study Research

Watch Scotland Yard's greatest investigation.

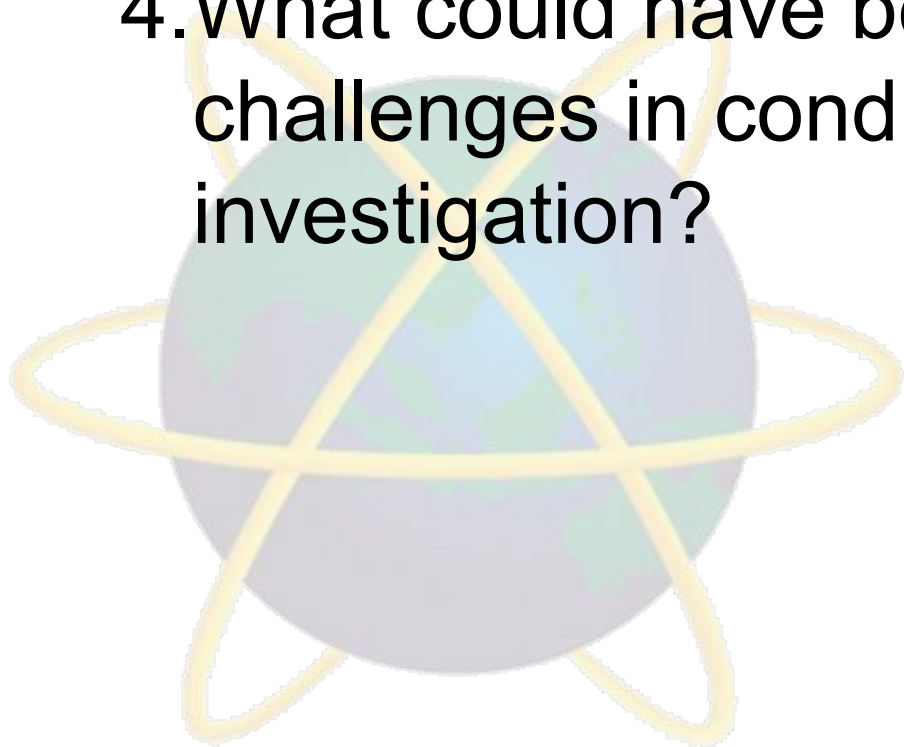
<https://www.youtube.com/watch?v=9Tg6fTQS7eo>

Answer the following questions.

1. Who are the individuals involved in this case study?
2. What are the possible data collection methods used?

3. What was the intention of the investigator?

4. What could have been the possible challenges in conducting the investigation?

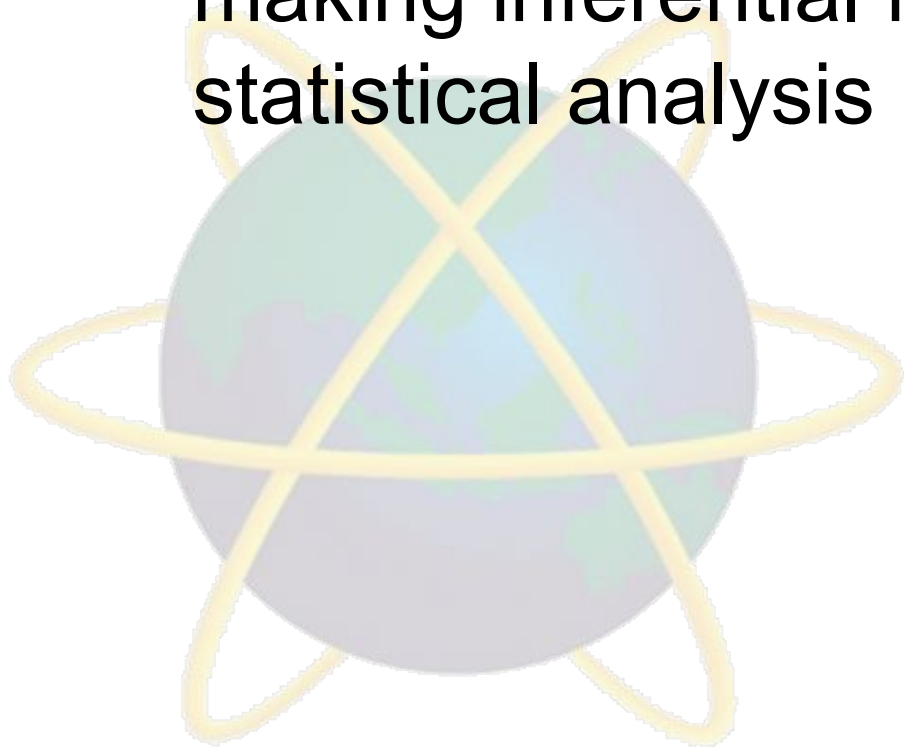


Case Study Research

- Key strengths case study research:
 - a. Use of multiple sources and techniques in data gathering process
 - b. Researcher not only know what happened, but why it happened as well
 - c. Able to develop solutions and test in similar studies

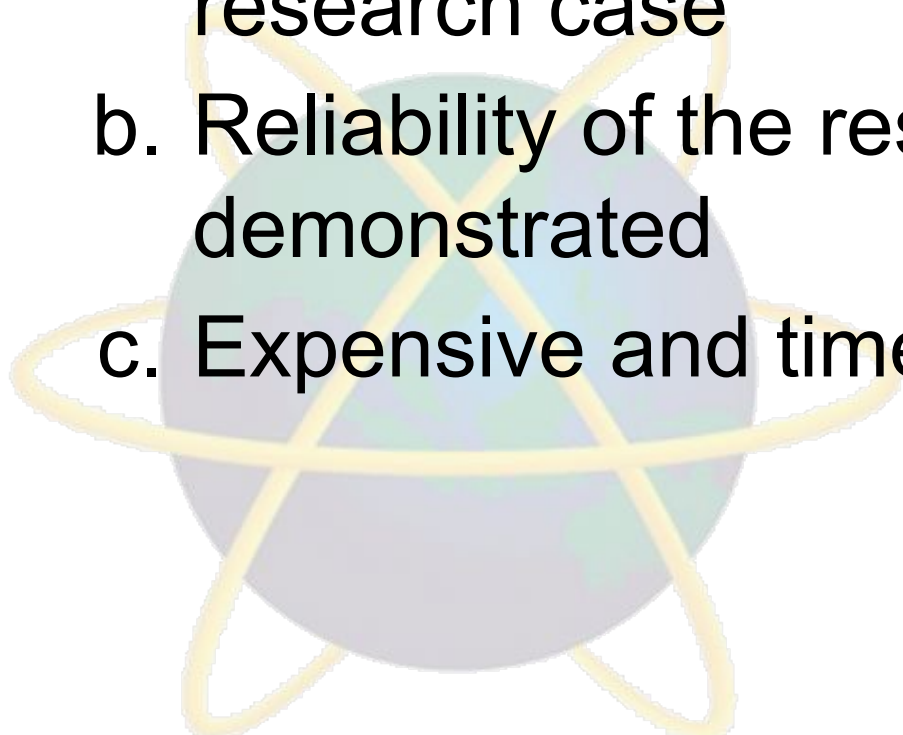
Case Study Research

d. Many evidence from the research case can be used as evidence, as opposed to making inferential from traditional statistical analysis



Case Study Research

- Criticisms of case study:
 - a. Difficult to extrapolate from a single research case
 - b. Reliability of the results is difficult to demonstrated
 - c. Expensive and time-consuming



Ethnography

- Word stems from the Greek words, *ethnos* (people) and *graphien* (to write) □ write about people
- The description of a community or group that focuses on social systems and cultural heritage
- Ethnographers normally spend enough time in field with aim to establish the hidden inferences

Ethnography

- Ethnography assumes that all human behaviour is intentional and observable
- Purpose of the research is to understand the reasoning behind people's actions
- Researcher is often not a member of the group spend time living in a community
 - observing, doing in-depth interview, reading and researching primary source material

Ethnography

- Eventually the researcher compiles all this data and analyse it
- Not only reports what people do and say, but also some analysis that tells us about the social structure and world-view of the group
- Ethnographic is naturalistic – researcher tries to be invisible and be involved in an obstructive observation

Ethnography

- Observation is the main method, but structured interview and documents can be used too



Ethnography

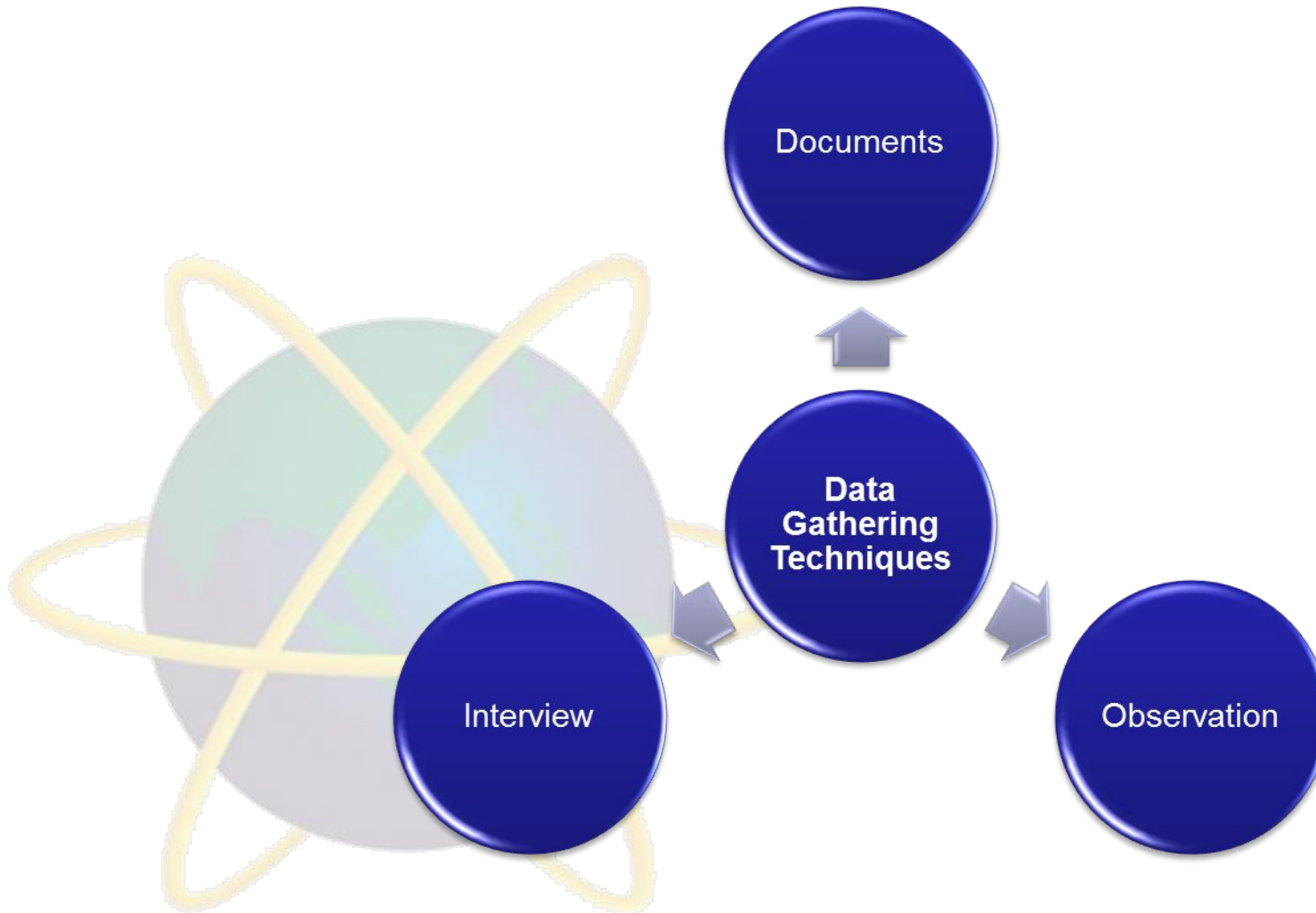
<https://www.youtube.com/watch?v=qubUz25Uxj0>

1. What is the other name for healing ceremony?
2. What are the pictures made of?
3. What is the circular hut known as?

Grounded Theory

- Development of theory from data that is systematically gathered and analysed (instead of starting out with a theory and proving it)
- The purpose of using GT method is to develop a theory from the data being examined

Data Gathering Techniques



Documents

- Focuses on all types of written communications
- Data sources can be published and unpublished documents, company reports, memoranda, agendas, administrative documents, letters, reports, e-mails, faxes, newspaper articles etc.

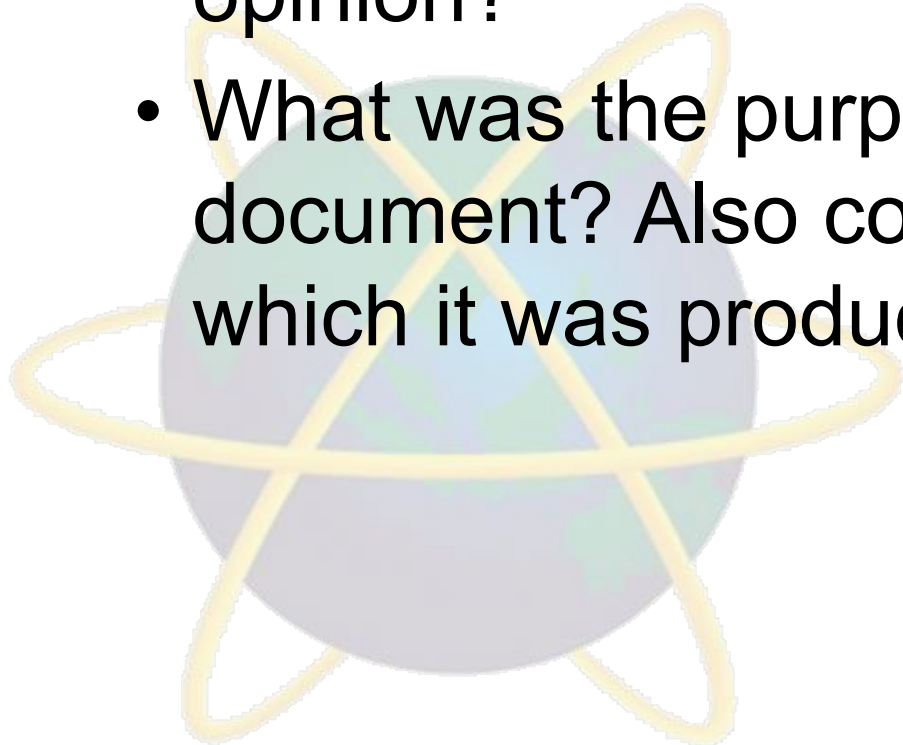
Documents

In selecting documents to be included in your study, always verify the following:

- What kind of documents are you dealing with (primary or secondary?; official or unofficial communication, etc.)?
- What is the publication date (this is extremely important when you deal with a phenomenon that has changed in recent years)?

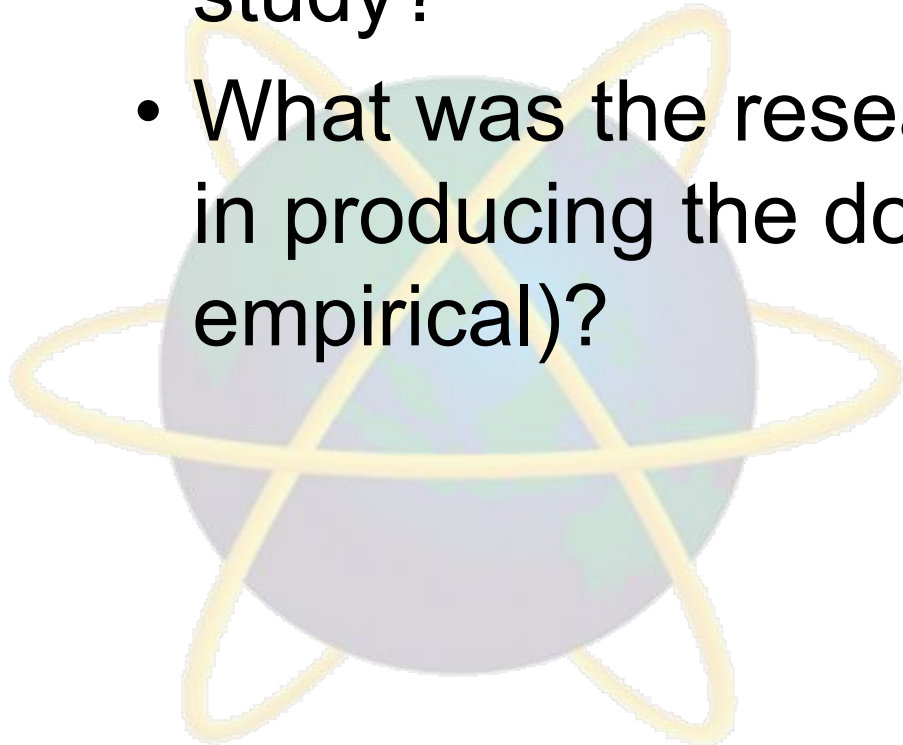
Documents

- Is it based on empirical data (based on original research), or is it anecdotal or opinion?
- What was the purpose or intent of the document? Also consider the context in which it was produced.



Documents

- What are the main points or arguments put forward or how do these relate to your own study?
- What was the research methodology used in producing the document (if it is empirical)?



Observation

- A systematic process of recording the behavioural patterns of participants, objects and occurrences without necessarily questioning
- An everyday activity whereby we use our senses (seeing, hearing, touching, smelling, tasting) – but also intuition to gather bits of data

Observation

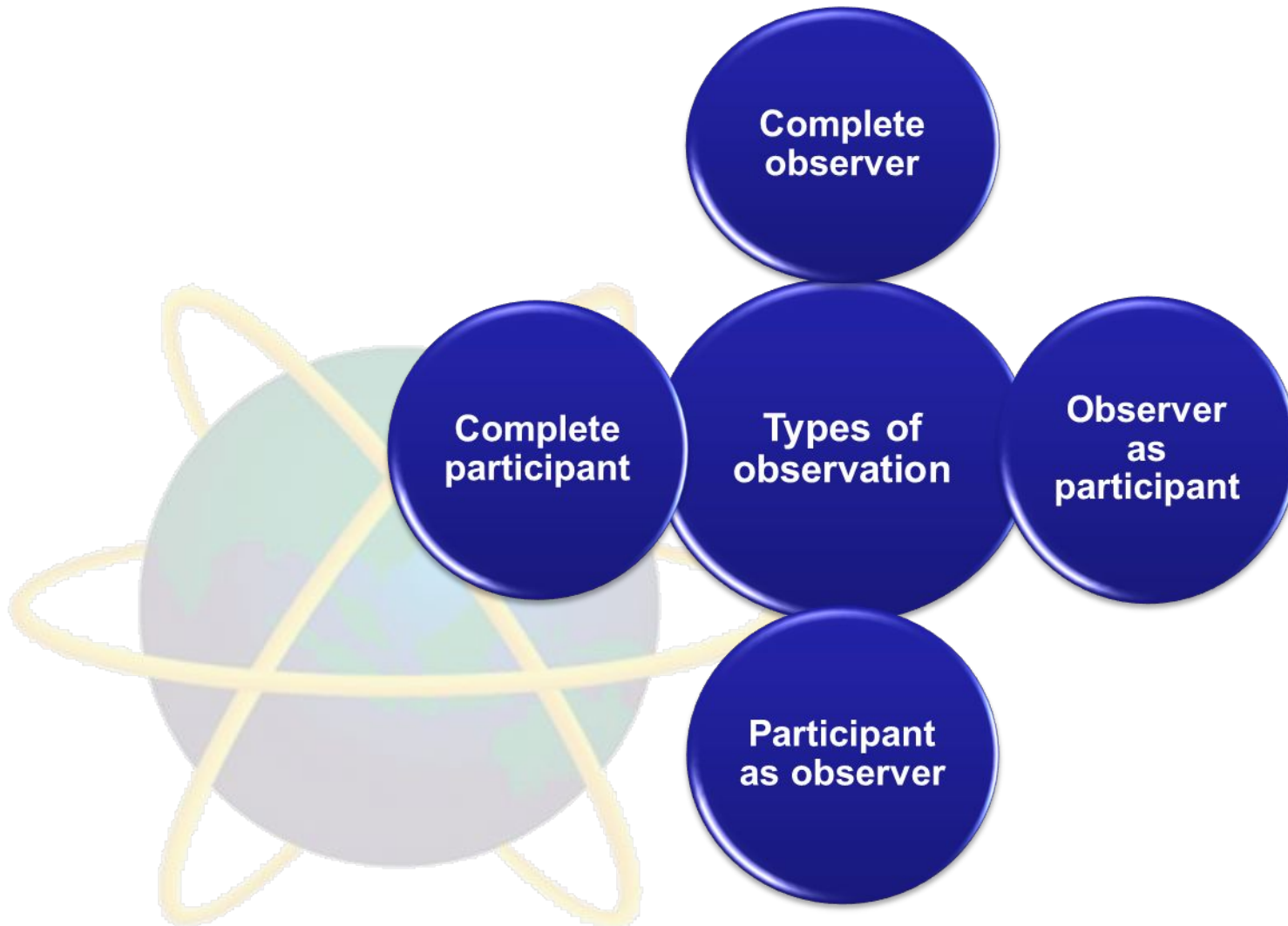
- As a qualitative data gathering technique, observation is used to gain greater insight and understanding of the phenomenon observed
- The focus is only selective area and not the entire situation
- Researcher should handle own biases

Observation

- First, decide the data gathering technique and ensure that you have defined the purpose and focus
- Link the focus to the research questions
- Define your terms or key constructs _
What are the cues or facts I'm looking for?
How will I recognise them if I see them?
What are the unique behaviour you have to pay attention to?

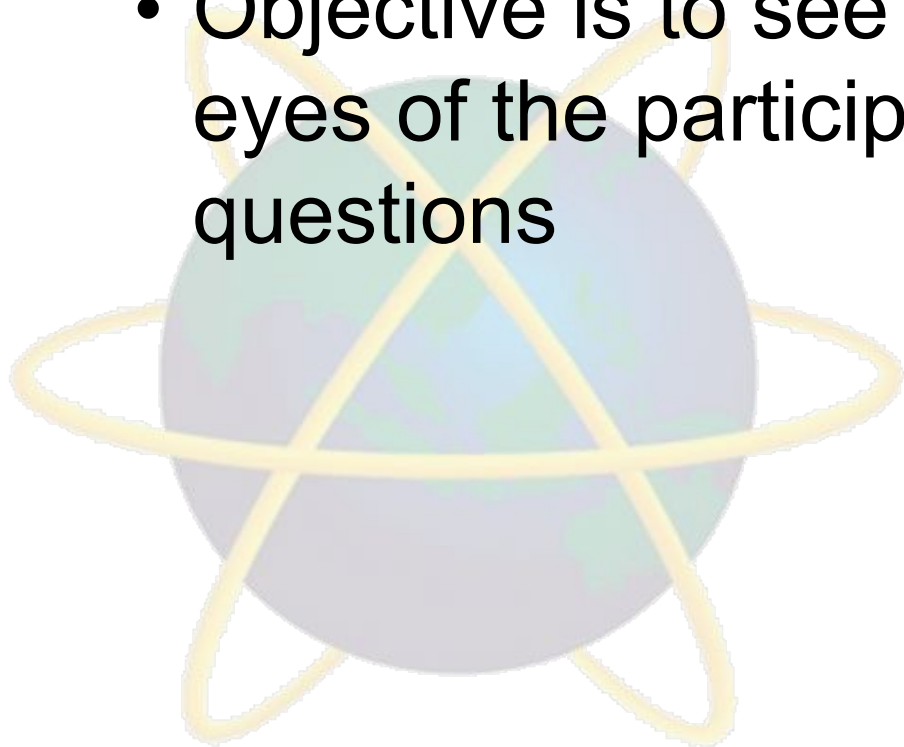


Observation



Interviews

- A two way conversation between researcher and participant/s
- Objective is to see the world through the eyes of the participant & obtain descriptive questions



Interview

Open-ended interview

- To explore the participant's views, ideas, beliefs, attitudes
- Normally seen on TV , sometimes with surprising results

Semi-structured interview

- Interviewer attempts to ask a core of prepared questions and expands to other questions

Structured interview

- Questions and some possible answers are specified before the interview
- Reduces the risk of interviewer bias, fixed with alternative questions , they are based on questionnaires

Watch this interview. In your opinion, what type of interview is this?

<https://www.youtube.com/watch?v=kovGM1ZrCck>



Interview

- Keys to successful interviews:
 - a) Find the right person who is best qualified
 - b) Inform the aim of the research to the interviewee
 - c) Use appropriate questioning technique
 - d) Be a good listener and do not argue
 - e) Observe the respondents' non-verbal communication