

# Tips for Qualitative Research



Dr. Charlene Désir  
2017 Summer Institute  
[cdesir@nova.edu](mailto:cdesir@nova.edu)  
954-262-8488

Art of  
Storytelling

**Qualitative Research is...**

- Qualitative research is the complex and sophisticated research art of investigating perceptions, experiences, and/or processes through storytelling.
- Qualitative research is the rigorous attempt to produce findings or results by describing, explaining and/or interpreting qualitative patterns in terms of words.

**What is Qualitative Research?**

- Synergy among respondents
- Engages respondents more actively than is possible in more structured surveys
- Enables the researcher to reach beyond initial responses and rationales
- The opportunity to observe, record and interpret verbal and non-verbal communication

**Richness of Qualitative Research**



**TIP 1**

- – Not a comparison
- – Not relating variables
- – Not proving hypotheses
- – Not measuring variables

**Qualitative Research is ...**

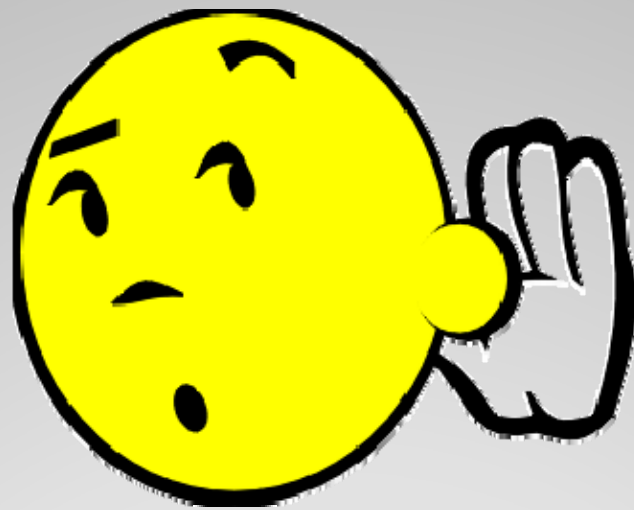


**TIP 2**

- - "relate" "relationship"
- - "factors"
- - "increase/decrease"
- - "variables"
- - "correlation"
- - "influence" "impact"
- - "effect" , "effective", "effectiveness"
- - "affect"
- - "cause"
- - "To what extent"

## Words to Avoid





TIP 3

- Describe
- Explore
- Understand
- Perspectives
- Experience
- Process
- How and in what ways
- Gain a deeper understanding

**Appropriate Qualitative Language**



**TIP 4**

- Research Problem/Phenomena
- Develop the Context
- Develop the Academic Gap
- Purpose and Rationale

**Setting up your Study**

- Case Study
- Phenomenology
- Narrative
- Content Analysis
- Systematic Review of the Literature
- Grounded Theory
- Ethnography

**Pick Your Approach**

# The Writing Process



TIP 5

- Create a Writing Ritual
- Endnotes
- Folders
- Brainstorming
- Mapping
- Outline

**Organization of Literature Review**

- Joining an Academic Family 😊
- Compare and contrast research literature on various aspects of your topic
- Identify academic gap(s) which are recommendations from the research literature or aspects of the findings from research literature that you want to build on
- What is your tiny new contribution to the research literature?

**Research Literature**





**KEEP**

**CALM**

and formulate your

**RESEARCH**

**QUESTION**

**TIP 6**

- **Central question:** The overarching question you explore in the research study
- **Sub-questions:** Divides the central question into smaller, specific questions
  - Narrow the focus of the central question into specific issues (academic gaps)
  - Indicate the steps to be used in analyzing the data in a qualitative study
- **Interview questions:** Questions that are asked during your interview that are based on your sub-questions and central question

## Qualitative Research Questions

Central Question Script: (usually write only one)

- “What are the experiences of \_\_\_\_\_ (participants) as they make meaning of \_\_\_\_\_ (central phenomenon/academic gap)?“
- “How and in what ways \_\_\_\_\_ (participants) describe \_\_\_\_\_ (central phenomenon/academic gap)?“
- Sub-Question Script:  
“(What) \_\_\_\_\_ (aspect) does \_\_\_\_\_ (participant) engage in as a \_\_\_\_\_(central Phenomenon/academic gap)?”

## Developing Qualitative Research Questions



**TIP 7**

- Introductory
- Follow-up
- Probing
- Specifying
- Direct
- Indirect
- Structuring
- Silence
- Interpreting

## Types of Interview Questions

- Recruiting
- Consenting
- Logistical Preparations
- Research Instrument Preparations
- Ethical Preparations

## Interviewing Steps



**TIP 8**

- Detailed, comprehensive description of participants
- Collect sufficient data in the field to be able to identify patterns, sometimes develop theory
- Define a research problem, identify participants in a particular setting, document a process, complement interviews etc. (Angrosino, 2007)

## Observations



- Only direct quotes should be in quote marks
- Rather than characterizing conversation, be specific about words, expressions, gestures
- Be mindful of ethics: don't record anything you believe person would consider private
- Protect the privacy of those you quote: if there is anything that indicates his/her name, don't use it—use pseudonym instead

## Fieldnotes & Observation Tool



**COLLECT  
DATA**  
and let them  
**INFORM  
YOU**

**TIP 9**

- Interviews and Transcripts
- Observations and Field Notes
- Documents
- Pictures and Images
- Audio and Visual Recordings

## Data Sources

- Read Transcript Several Times
- Prepare Transcript for Analysis/Audit Trail
- Codes
- Patterns/Categorization
- Themes
- Matrix
- Narrative Report

## Data Analysis



# The Analysis Game

- Collect Data
- Organize Data
- Code
- Categories/Patterns
- Themes
- Description of the Themes

**Rules of the Game**



**You Got This !!!**