Qualitative Research is...

Art of Storytelling
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.
• 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**
Qualitative Research is ...

- Not a comparison
- Not relating variables
- Not proving hypotheses
- Not measuring variables
TIP 2

BAD Language
Words to Avoid

- “relate” “relationship”
- “factors”
- “increase/decrease”
- “variables”
- “correlation”
- “influence” “impact”
- “effect”, “effective”, “effectiveness”
- “affect”
- “cause”
- “To what extent”
TIP 3
• Describe
• Explore
• Understand
• Perspectives
• Experience
• Process
• How and in what ways
• Gain a deeper understanding
TIP 4
Setting up your Study

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

- Case Study
- Phenomenology
- Narrative
- Content Analysis
- Systematic Review of the Literature
- Grounded Theory
- Ethnography
TIP 5

The Writing Process

at pppst.com
Organization of Literature Review

- Create a Writing Ritual
- Endnotes
- Folders
- Brainstorming
- Mapping
- Outline
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
TIP 6

KEEP CALM and formulate your RESEARCH QUESTION
• **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
Types of Interview Questions

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

- Recruiting
- Consenting
- Logistical Preparations
- Research Instrument Preparations
- Ethical Preparations
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)
• 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
- Interviews and Transcripts
- Observations and Field Notes
- Documents
- Pictures and Images
- Audio and Visual Recordings
Data Analysis

- Read Transcript Several Times
- Prepare Transcript for Analysis/Audit Trail
- Codes
- Patterns/Categorization
- Themes
- Matrix
- Narrative Report
Let's Play!

The Analysis

Game
Rules of the Game

- Collect Data
- Organize Data
- Code
- Categories/Patters
- Themes
- Description of the Themes
You Got This !!!