

QUALITATIVE RESEARCH

“Not everything that counts can be counted, and not everything that can be counted counts” (Albert Einstein)

Qualitative Versus Quantitative Research Paradigms

Phenomenological Inquiry	Logical Positivism
uses a naturalistic approach that seeks to understand phenomena in context-specific settings	uses experimental methods and quantitative measures to test hypothetical generalizations
any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification"	"any kind of research that produces findings arrived at by means of statistical procedures or other means of quantification"
Seek illumination, understanding, and extrapolation to similar situations.	seek causal determination, prediction, and generalization of findings,

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General Characteristics/ Features

1. The natural setting is the direct source of data.

The researcher attempts to observe, describe and interpret settings as they are, maintaining what Patton calls an "empathic neutrality" (1990, p. 55).

Patton, M. Q. (1990). Qualitative Evaluation and Research Methods (2nd ed.). Newbury Park, CA: Sage Publications, Inc.

Naturalistic Inquiry

Studying the real-world situations as they unfold naturally; non manipulative, unobtrusive, and non controlling; openness to whatever emerges-lack of predetermined constraints on outcomes.

**understand various
points of view**

**translate in non-
judgemental way**

**“neutral” but
emphatic outsider**

the researchers includes personal
experience and emphatic insight
as part of the relevant data,

while taking a neutral non
judgmental stance toward
whatever content may emerge.

the researcher's passion is
understanding the world in all its
complexity

- not proving something,
- not advocating,
- not advancing personal
agendas,

but understanding;

***emphatic neutrality?
same as objectivity?***

**scientific AND
humanistic**

General Characteristics/ Features

2. The researcher acts as the human instrument of data collection

Researchers as instrument for data collection and analysis

through observing, participating, and interviewing.

*** acknowledge and monitor their own biases and subjectivities and how these color interpretation of data.

Personal Contact and Insight

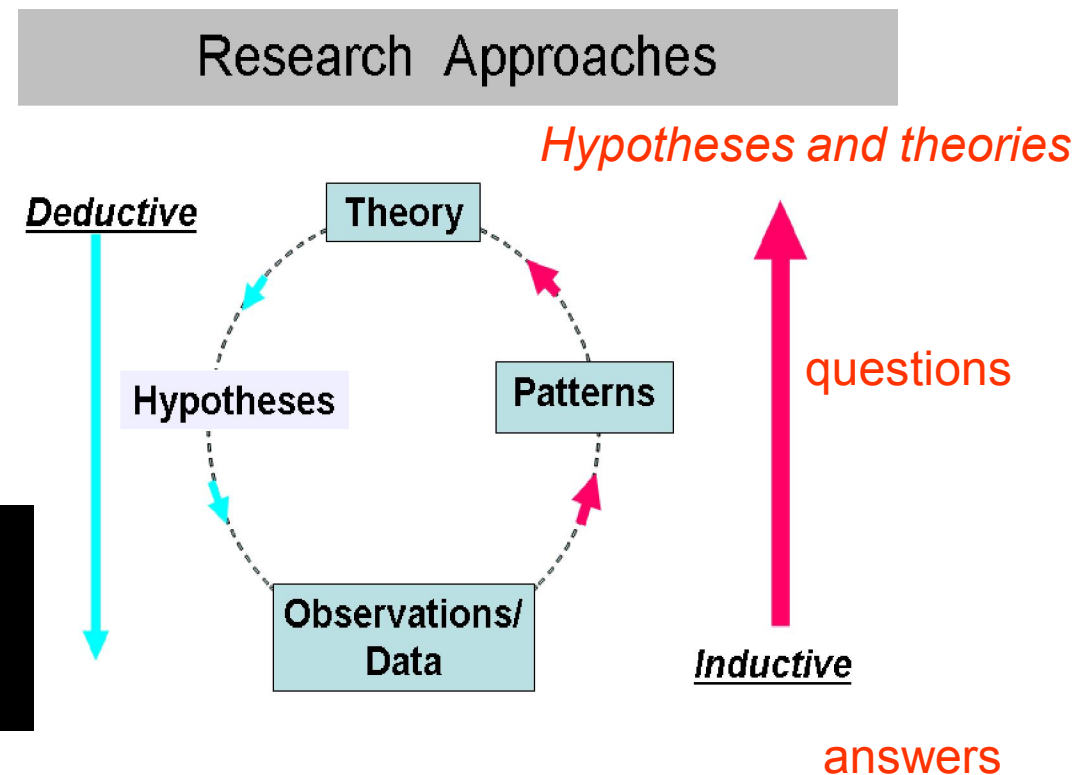
The researcher has direct contact with and gets close to the people, situation, and phenomenon under study; researcher's personal experiences and insights are important part of the inquiry and critical to understanding the phenomenon.

General Characteristics/ Features

3. Qualitative researchers predominantly use inductive data analysis.

****is prevalent in qualitative research because it allows the observer to become immersed in a group.*

data are collected to build concepts, hypotheses, or theories from observations and intuitive understandings.



Form of Reasoning

- **QUANTITATIVE**
- **deductive analysis**
 - **from general case (“theory”) to specific situations.**

- **QUALITATIVE**
- **inductive analysis**
 - **from specific situation to general case.**

Inductive Analysis

Immersion in the details and specifics of the data to discover important categories, dimensions, and interrelationships; begin by exploring genuinely open questions rather than testing theoretically derived (deductive) hypothesis.

General Characteristics/ Features

4. Qualitative research reports are descriptive, incorporating expressive language and the "presence of voice in the text" (Eisner, 1991, p. 36).

Reporting is rich with quotation, narration, and detail—what is termed
“thick description.”

Description of findings

- **QUANTITATIVE**

- Numerical data
- Statistics
- Formal and scientific

- **QUALITATIVE**

- Narrative description
- Words, quotes
- Personal voice; literary style

Qualitative Data

Detailed, thick description; inquiry in depth; direct quotations capturing people's personal perspectives and experiences.

General Characteristics/ Features

5. Qualitative research has an interpretive character, aimed at discovering the meaning events have for the individuals who experience them, and the interpretations of those meanings by the researcher.

data from participants'
perspectives

+

data from researchers
perspective

=

attempt to understand the world from
participants' frames of reference and
the meaning people have
constructed of their experiences.

General Characteristics/ Features

6. Qualitative researchers pay attention to the **idiosyncratic** as well as the **pervasive**, seeking the uniqueness of each case.

ODD

Unique Case Orientation

Assumes each case is special and unique; the first level of inquiry is being true to, respecting, and capturing the details of the individual cases being studied; cross-case analysis follows form and depends on the quality of individual case studies.

All encompassing

Holistic Perspective

The whole phenomenon under study is understood as a complex system that is more than the sum of its parts; focus is on complex interdependencies not meaningfully reduced to a few discrete variables and linear, cause-effect relationships.

General Characteristics/ Features

7. Qualitative research has an emergent (as opposed to predetermined) design, and researchers focus on this emerging process as well as the outcomes or product of the research.

The process is flexible; research designs can be changed to match the dynamic needs of the situation

Research Process

- | | |
|--|--|
| <ul style="list-style-type: none">• QUANTITATIVE• focused• deals with known variables• uses established guidelines• static designs; context-free; objective | <ul style="list-style-type: none">• QUALITATIVE• holistic approach• unknown variables• flexible guidelines• “emergent” design; context-bound;• subjective |
|--|--|

Dynamic Systems

Attention to process; assumes change is constant and ongoing whether the focus is on an individual or an entire culture

General Characteristics/ Features

8. Qualitative research is judged using special criteria for trustworthiness.

FRAMING QUALITATIVE METHODS: PURPOSE

- theory generation,
- theory elaboration,
- theory testing
- critical theory

Lee, T. W.; Mitchell, T. R.; and Sablynski, C. J. "Qualitative Research in Organizational and Vocational Psychology, 1979-1999." *Journal of Vocational Behavior* 55, no. 2 (October 1999): 161-187.

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FRAMING QUALITATIVE METHODS: ANALYTICAL DATA TECHNIQUE

- grounded theory approaches,
- pattern matching in case study research,
- and hermeneutic techniques

FRAMING QUALITATIVE METHODS: FIVE TRADITIONS OF QUALITATIVE INQUIRY

- Biography
- phenomenological study
- grounded theory study
- ethnography
- case study

FRAMING QUALITATIVE METHODS: EIGHT APPROACHES

- • **Basic interpretive qualitative study** (Johnny)
- • **Phenomenology.** (Demy)
- • **Grounded theory.** (Randy)
- • **Case study.** (Nathan)
- • **Ethnographic study.** (Benjie)
- • **Narrative analysis.** (Ella)
- • **Critical qualitative research** (Elaine)
- • **Postmodern research.** (Donna)

Merriam, S. B. "Introduction to Qualitative Research." In *Qualitative Research in Practice: Examples for Discussion and Analysis*, edited by S. B. Merriam, pp. 3-16. San Francisco: Jossey-Bass, 2002b.