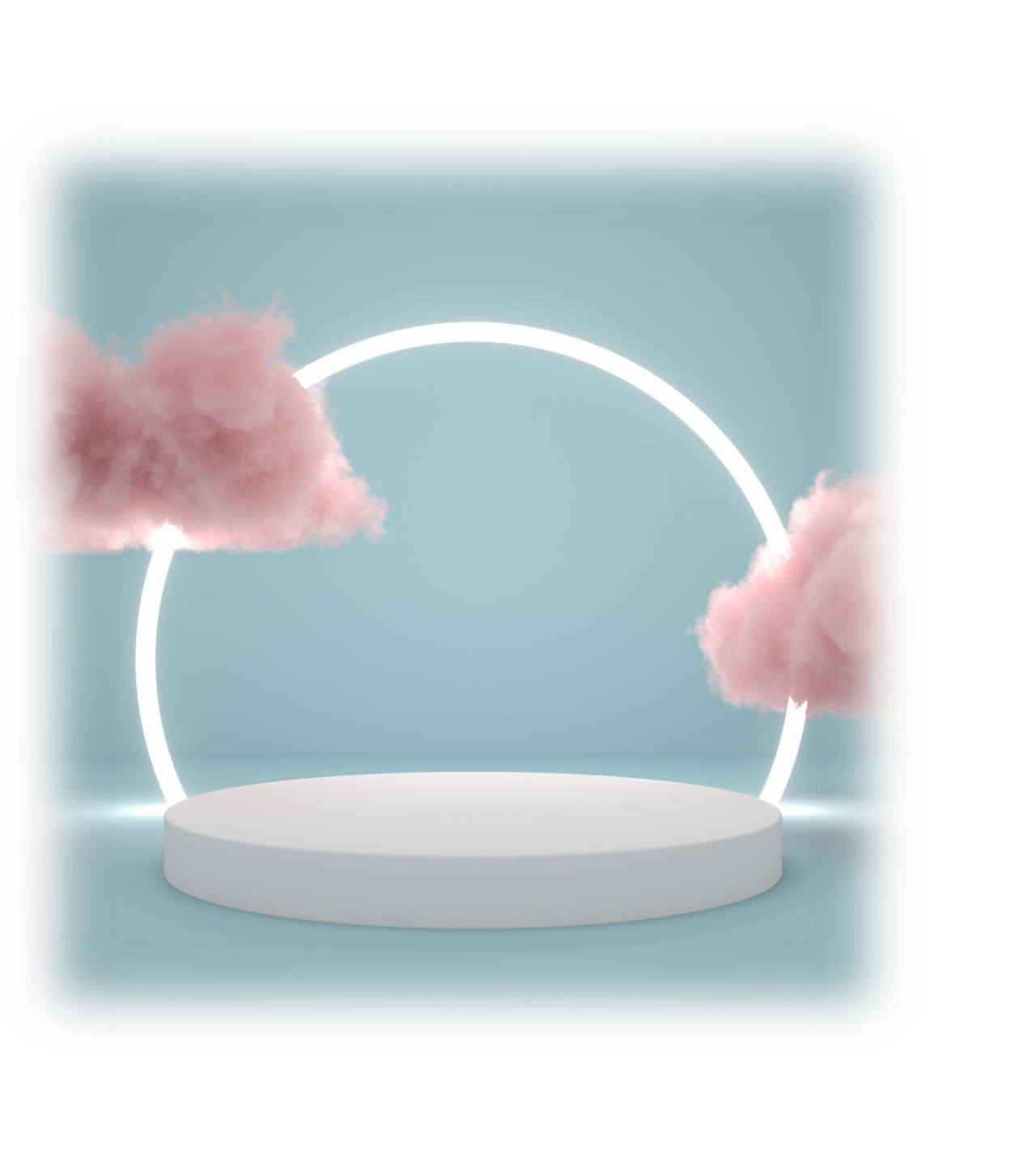


BMBM6020

**Independent
Project**

Session 6





INTRODUCTION –
PLANNED
METHODOLOGY –
WHAT YOU ARE GOING
TO DO – FUTURE
TENSE

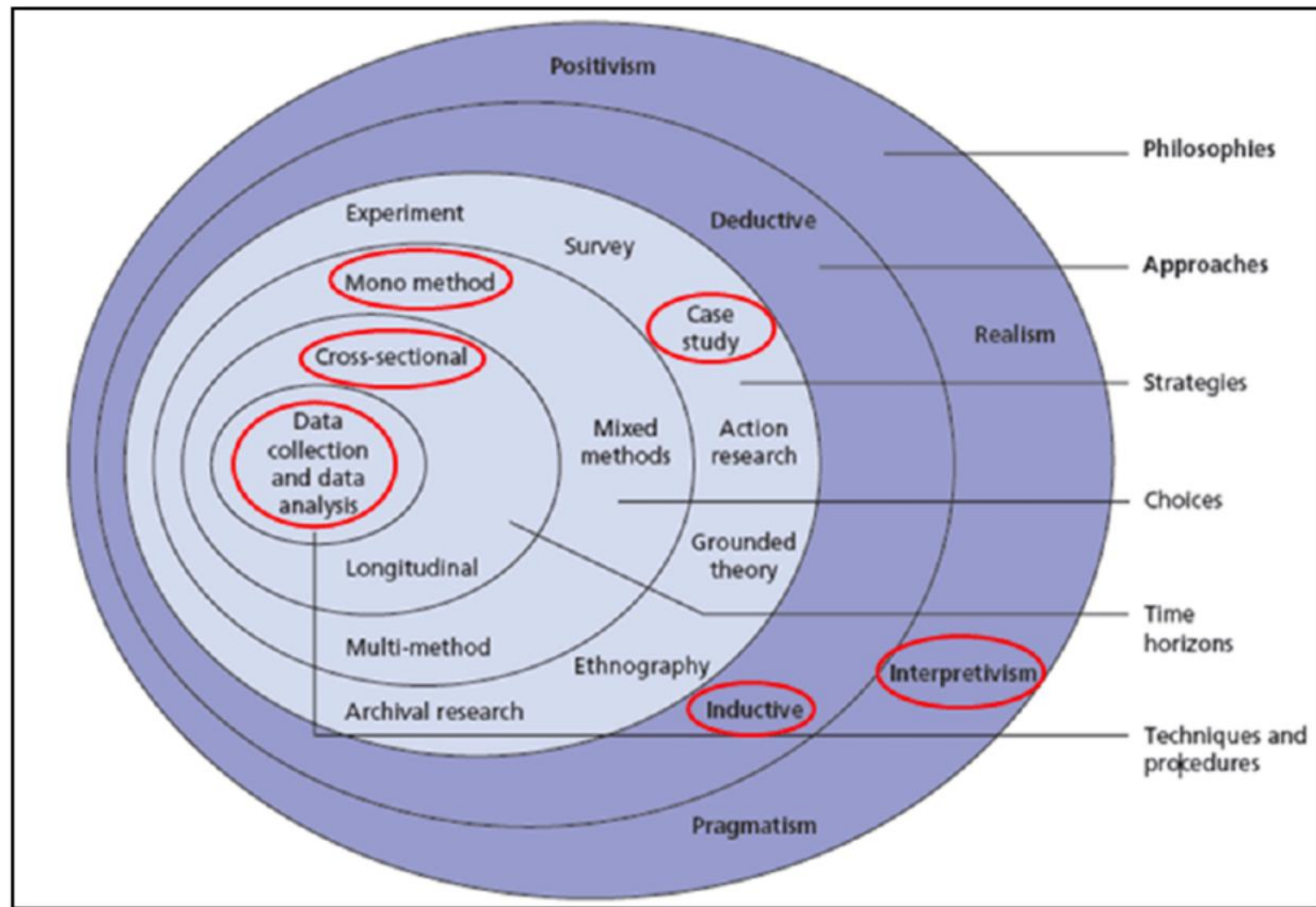


METHODOLOGY
CHAPTER – WHICH
METHODS YOU DID
USE – PAST TENSE

Chapter 3

Methodology

What To Consider.....



Research Onion

Saunders et al, (2009) p. 138



Research
Philosophy

Research
Approach

Research
Strategy

Research
Choices

Time
Horizons

Techniques
and
Procedures

What Did You Use?

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Characteristics of Qualitative Research

- It is conducted through intense contact within a real-life setting.
- The researcher's role is to gain a 'holistic' overview of the study, including the perceptions of participants.
- Themes that emerge from the data are often reviewed with informants for verification.
- The focus of research is to understand the ways in which people act and account for their actions.

Qualitative Paradigms and Perspectives

Naturalistic

- Postpositivism
- Realism

Progressive

- Critical theory
- Constructivism
- Postmodernism
- Feminism



Qualitative Strategies of Inquiry

Case study: studies a specific 'bounded system', e.g. a person or institution

Ethnography: explores the nature of a specific social phenomenon, often using a small number of cases

Participatory action research implies an effort on the part of people to understand the role of knowledge as a significant instrument of power and control

Narrative analysis: the analysis of a chronologically told story, exploring how various elements are sequenced.

Ethnomethodology: investigates people's everyday procedures for creating, and managing a sense of objective reality

Phenomenology: explores how people's taken for granted world is experienced and how structures of consciousness apprehend the world

Cultural studies: the study of a complex web of social customs, values and expectations that affect our ways of working

Gender studies: explores the process of constructing and differentiating gender and particularly gender inequalities

Grounded theory: uses the interplay between analysis and data collection to produce theory

Approaches to Qualitative Inquiry

Plan data analysis process

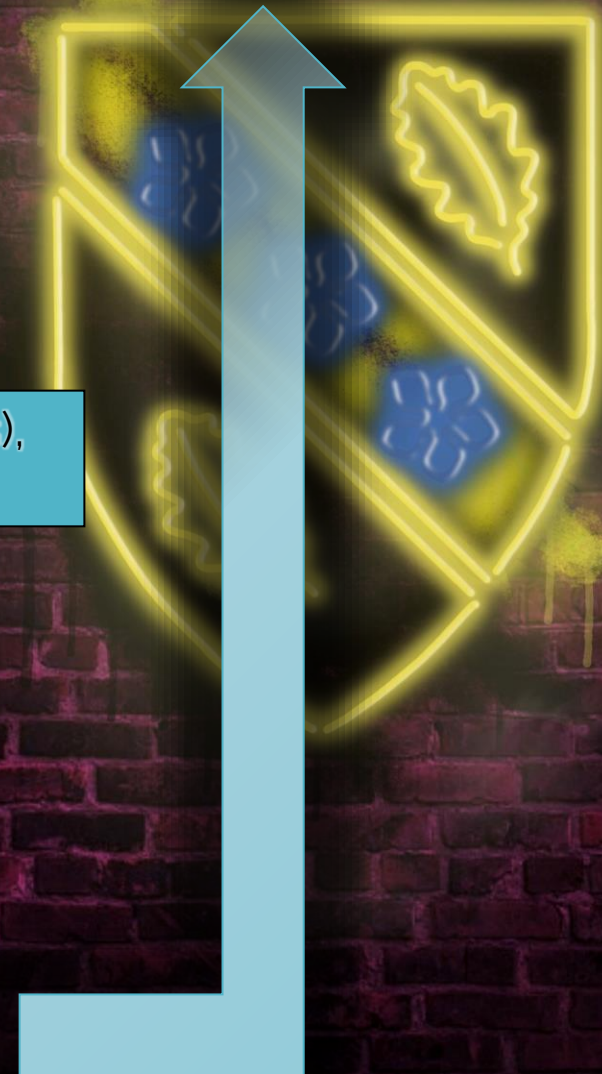
Deciding on a sampling strategy

Determine the types of data to be collected (words (interviews, diaries, field notes), photos, videos, etc)

Determine the unit of analysis

Formulate research questions

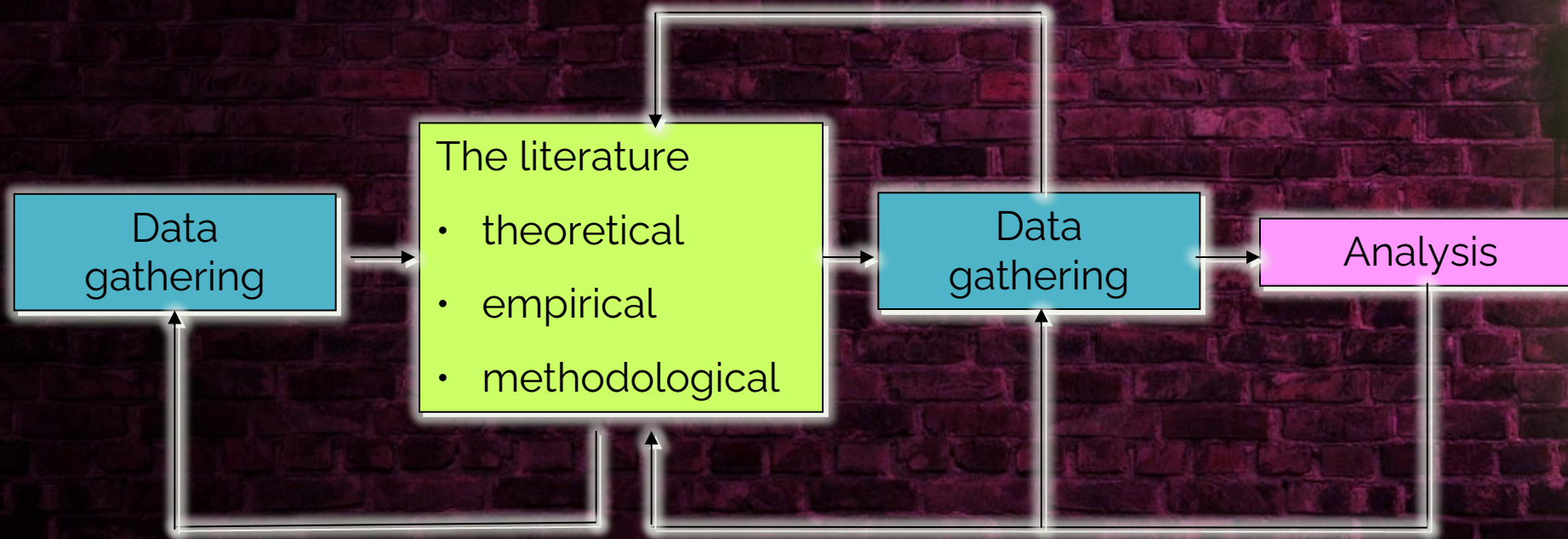
Determine the focus of the inquiry



Role of the Researcher

- Maintain physical (emotional?) proximity to research participants
- Demonstrate 'theoretical sensitivity'
- Be insightful
- Perceive situations holistically
- Be sensitive to personal bias (reflexivity)

the Role of the Literature

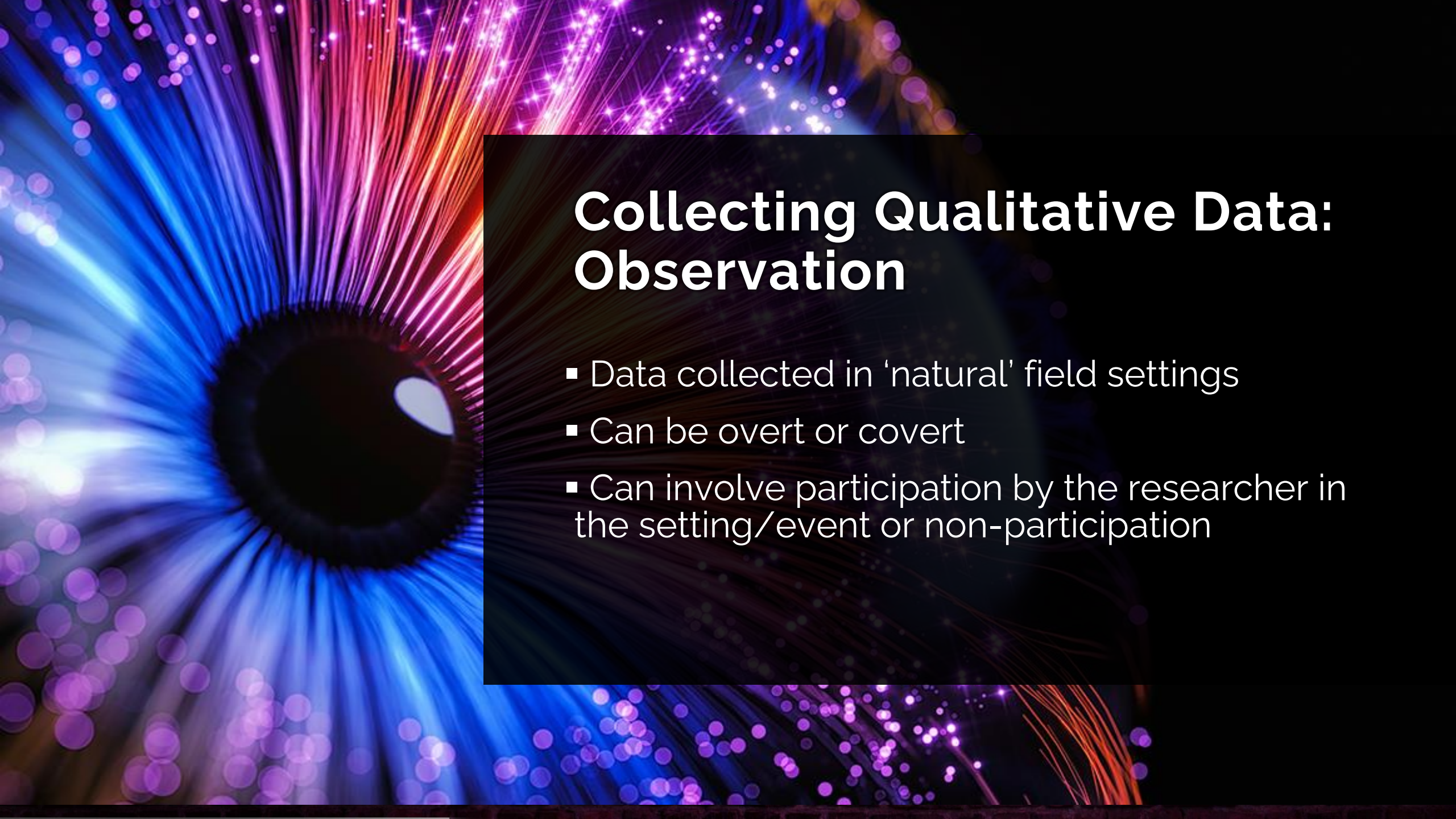


**Structured, semi-structured
or conversational**

**Useful for follow-up,
probing questions**

**If unstructured, can
generate large amounts of
data**

**Collecting
Qualitative
Data:
Interviewing**



Collecting Qualitative Data: Observation

- Data collected in 'natural' field settings
- Can be overt or covert
- Can involve participation by the researcher in the setting/event or non-participation

Collecting Qualitative Data: Using Visual Sources

- Can include photographs, film, video etc.
- Good for documenting peoples' lifestyles, living and working conditions
- But the focus of the camera can be selective
- Subjects' behaviour may change in front of the camera



Ethical checklist in qualitative research

- Have I honoured my commitments about confidentiality and privacy?
- Have I acted in the spirit of informed consent?
- Have I used my research effectively and morally?
- Have I generalized appropriately?
- Do I have a responsibility to anticipate how others might use my research and explanations?



Qualitative Researchers Need To Be....



Cautious, moderating the range of generalizing conclusions



Careful in recognizing the limitations of time periods



Meticulous in demonstrating clear linkages between generalizing conclusions and the specific data that provide its foundation



Honest and transparent about findings that contradict the conclusions



Diligent in reporting alternative explanations or the constraints on generalizations

Designing for Reliability



Data triangulation, where data are gathered using multiple sampling strategies.



Investigator triangulation, using more than one observer in field situations



Multiple triangulation, in which a combination of multiple methods, data types, observers and theories are combined



Methodological triangulation, of which there are two kinds: within-method, where the researcher employs varieties of data gathering techniques within the same method, and between method, where a variety of different methods are used



Summary

- In qualitative research researchers are closer to the fields or settings they are trying to research – it is highly contextual
- Qualitative research is not built upon a unified theory or methodological approach – hence its variety and flexibility
- In qualitative research data analysis does not necessarily follow data gathering – there can be a number of iterations between the two
- Even though there are various schools of qualitative research include grounded theory, ethnomethodology, narrative analysis and ethnography, they all have one element in common – generally, an inductive approach (although deduction or prior questions cannot be ruled out)
- Methods of collecting qualitative data include interview transcripts, field notes from observations, photographs, video and unobtrusive data
- Decisions on whether to attempt generalization need to be built into the research design paying particular attention to sampling strategies
- Qualitative approaches to achieving rigour include building trustworthiness, authenticity, creditability, transferability, dependability and confirmability



