

Qualitative Methodological Approach

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Was not assisted with AI technology.

What is Qualitative Research?

Qualitative research aims to retrieve information from the participants' experiences, perceptions, and emotions regarding certain behaviours and events. Compared to Quantitative research, which focuses primarily on numerical data.

- Qualitative research could be linked to ethnographers. Although this is not directly, understanding other cultures and documenting differences has potential weight for history (Lockyer, 2008).
- 'Reasons analysis' by Lazarsfelds, first used in market research (Jeřábek, 2022).
- Norman Denzin's 'The Research Act' 2017. (Crawford, 2025)

Grounded theory

- Grounded theory is the approach that builds upon already existing theories (Urcia, 2021)
- This approach is beneficial in progressing the knowledge on a topic as it can help with existing limitations or provide a deeper perspective on numerical generalized data (Rupp, 2016)



Phenomenological Study

- Usman et al (2024) highlight that the phenomenological approach delves into a lived phenomenon.
- There are several types of phenomenological approaches.
 - Existentialism
 - Realistic
 - Interpretive
 - Hermeneutical

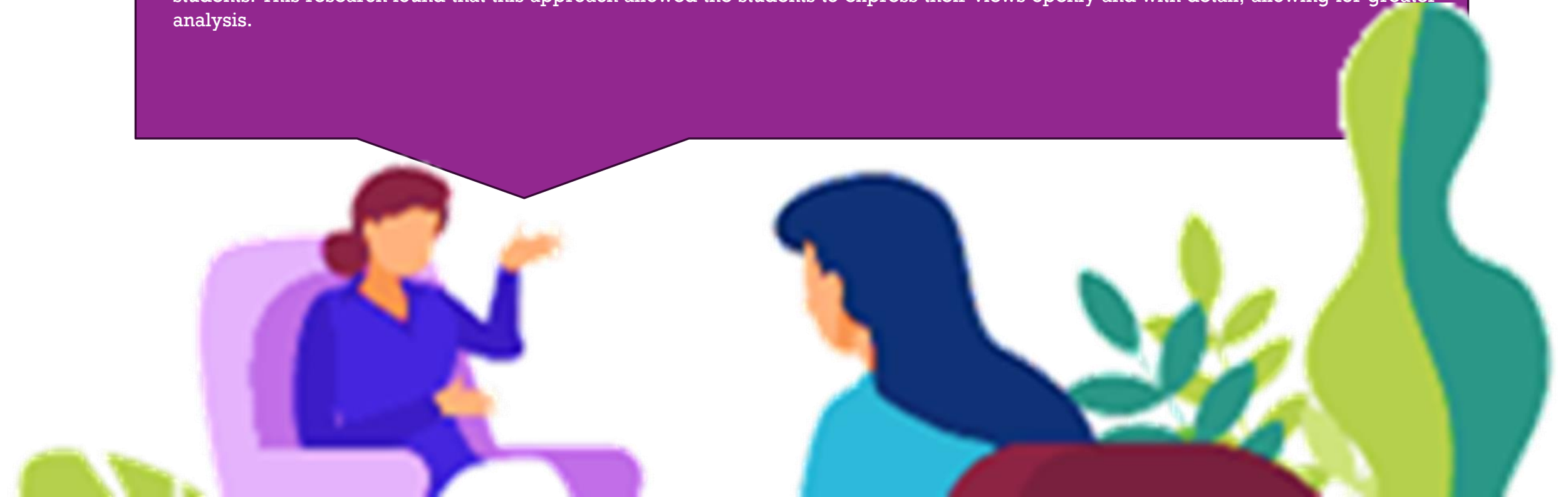


Phenomenological Approach

A study presented by Fourie et al (2023) used a phenomenological approach to understand the impacts of bowel disease on intimacy and sexuality. It was explained that the participants were in an 'Existential domain', which helps lead to a loss of control over multiple areas in their lives. Their research did have limitations. However, this was not in direct correlation with this approach.

Following this, Zhou et al. (2022) also used this approach to explore nurses' death experiences during clinical practice. A phenomenological approach was key during this research, as it focused on the human experience, what was going on for the nurses during those times in their practice (Matua et al., 2015).

Shafqat and Amjad (2024) presented a study that explored students' viewpoints on AI assistance with academic work. This study used a phenomenological approach with thematic analysis, as this helps provide a strong analytical approach for obtaining patterns among students. This research found that this approach allowed the students to express their views openly and with detail, allowing for greater analysis.



Limitations

Research Bias

(Fournier, 2023)

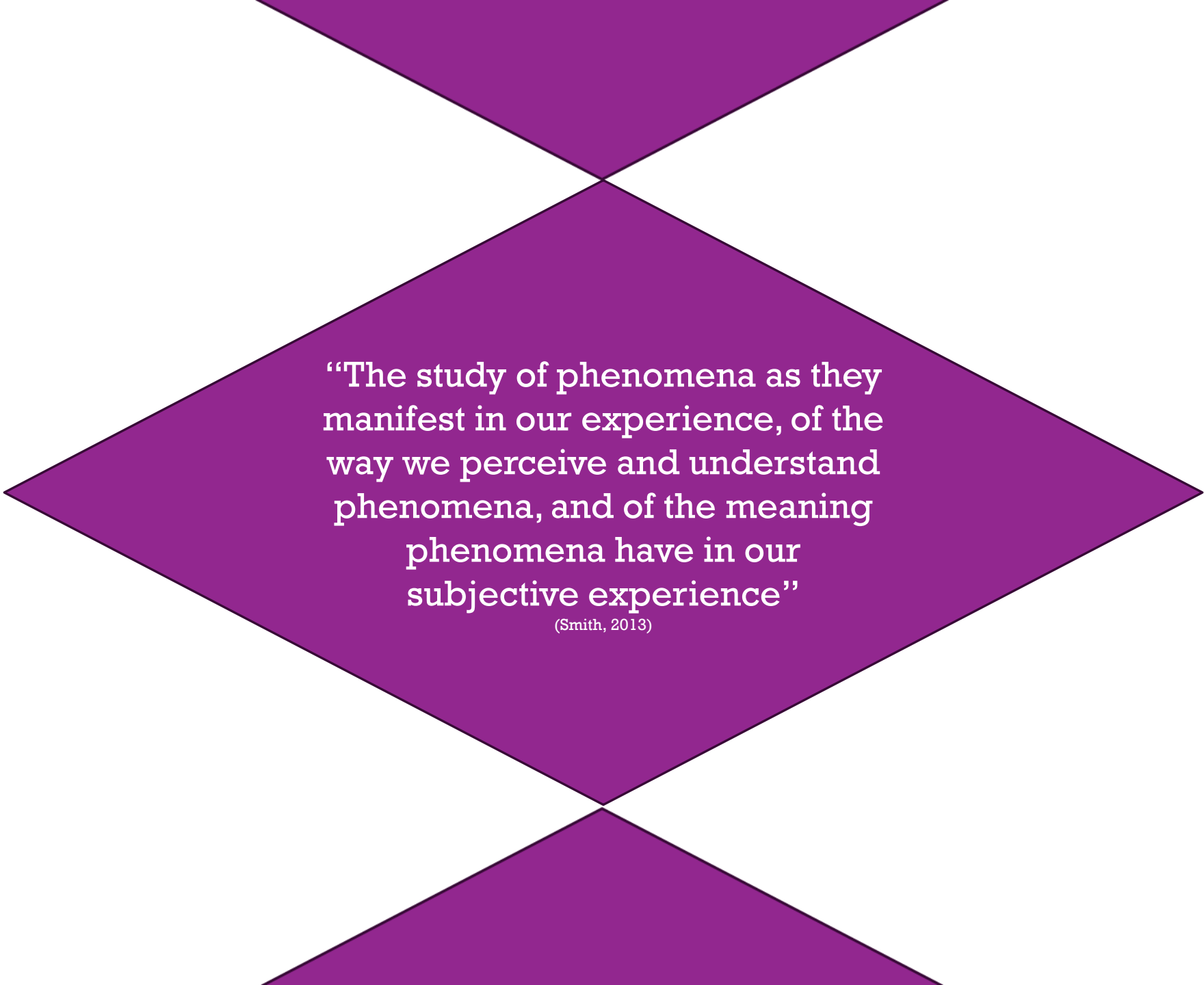
Recording Data

(Annisa, 2024).

Impacts on Generalizability

(Annisa, 2024)

Participants



“The study of phenomena as they
manifest in our experience, of the
way we perceive and understand
phenomena, and of the meaning
phenomena have in our
subjective experience”

(Smith, 2013)

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Chosen Data Collection

Semi-structured Interview

- A variety of open-ended questions, to ensure the participant is answering congruently (Dolczewski, 2022).
- Interview questions will be chosen specifically to build on a chosen topic (Olenik & Adeoye-Olatunde, 2022)
- The interviews can be conducted in-person, electronically or via a telephone (Irvine et al., 2013)
- Semi-structured interviews can use random samples; however, it is most common to use non-probability sampling (Guest, Namey & Mitchell, 2013)

Semi-Structured Interview

BENEFITS

- It allows for flexibility throughout the interview, allowing for more in-depth answers, bringing new themes to light while also covering the required areas of the topic.
- Two-way communication can encourage a comforting rapport, which could help the participant feel more comfortable discussing sensitive topics.
- A semi-structured interview provides a variety of information, therefore allowing for an in-depth analysis of the individual accounts and a clear area to explore the commonalities of each of the participants (Karatsareas, 2022)

LIMITATIONS

- It would be harder to ensure that the participant is safe and private if the interview were conducted via telephone or virtually.
- Reduction in validity depending on the number of deviations, along with the client giving what they believe to be the most socially desired answers (Mannan & Afni, 2020).
- Participants may tailor the responses. Participants from different cultures may shape their language or say the desired answer, shaping the validity (Karatsareas, 2022).

Focus Groups

A Focus group is a data collection method that brings the participants together and encourages discussion on the chosen topic.

This method allows room for;

- Healthy debate, seeing the natural progression on the topic (Hall et al., 2022).
- To interpret the participant's social interactions.
- The researcher can take a step back and observe thoroughly.
- Observe body language and other non-verbal changes.
- Provides a high level of information with less time compared to interviews (Acocella, 2011).

The drawbacks to using focus groups:

- Strong opposing views could lead to arguments.
- Lack of social disclosure.
- Social desirability
- Over-familiarity/lack of Familiarity
- The researcher must have training on holding a focus group appropriately. (Acocella, 2011)

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Data Analysis

The analytical approach focuses on the participant's feelings and perspective regarding specific phenomena and then on the phenomenon's impact.

- 01 **Reading and re-reading**
Immersing oneself in the original data.
- 02 **Initial noting**
Free association and exploring semantic content (e.g. by writing notes in the margin).
- 03 **Developing emergent themes**
Focus on chunks of transcript and analysis of notes made into themes.
- 04 **Searching for connections across emergent themes**
Abstracting and integrating themes.
- 05 **Moving to the next case**
Trying to bracket previous themes and keep open-minded in order to do justice to the individuality of each new case.
- 06 **Looking for patterns across cases**
Finding patterns of shared higher order qualities across cases, noting idiosyncratic instances.
- 07 **Taking interpretations to deeper levels**
Deepening the analysis by utilizing metaphors and temporal referents, and by importing other theories as a lens through which to view the analysis.



Interpretive Phenomenological Analysis (IPA)

- A study presented in 2023 explored romantic relationships with someone with mental health issues using IPA. The results highlighted that IPA was the correct analytic approach due to the required sensitive information and depth. Following this, the importance of self-awareness as the researcher was brought forward as a possible limitation. Therefore, supervision was essential to ensure no researcher bias (Lanzon, 2023).
- Groza (2023) utilised IPA to explore the perspective of young women suffering from mental health in romantic relationships. Groza emphasized that IPA was highly effective as an analytic tool, as sociocultural and historical stance everyone has differences, therefore focusing solely on each participant alone before identifying patterns among the participants highlights the impact of other factors (Groza, 2023; Smith et al., 2009)

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Interpretive Phenomenological Analysis (IPA)

- Leonidis (2025) presented the use of IPA in a doctoral dissertation; however, he stated that there was a clear debate between the chosen methods. It was highlighted that NA and IPA have many similarities regarding the participants' narrative of a phenomenon. However, NA focuses primarily on the construction behind the description of the experience, compared to IPA, which focuses more on the experience itself, which was more of the focus for this research.

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