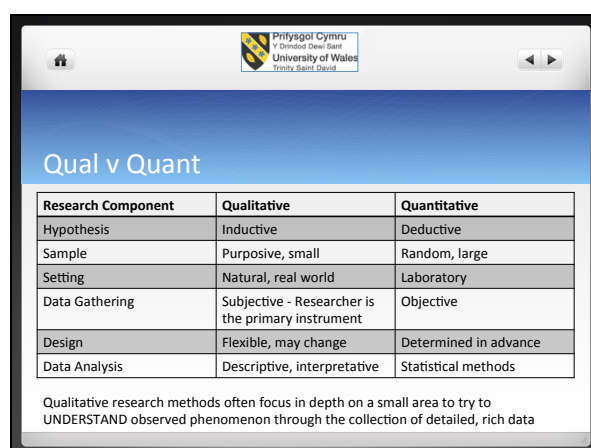
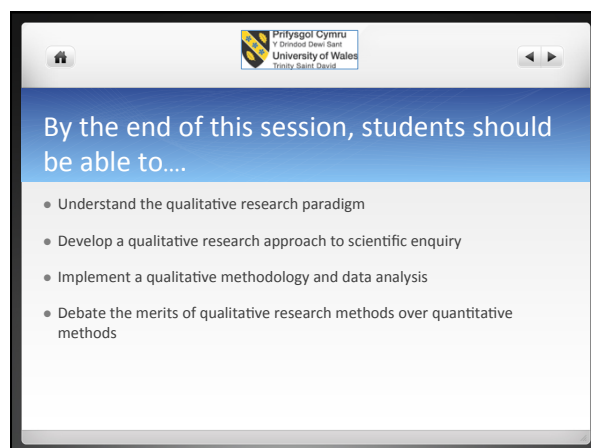




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Qualitative Research Methods

- Define the problem
- Formulate hypotheses (?) and theoretical framework
- Collect data
- Data analysis
- Conclusion/ develop hypotheses

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Collecting Data in Qualitative Methods

- Training and pilot work
 - Familiarity spawns an almost irresistible flood of personal judgements (Locke, 1989)
- Selection of Participants
 - Criterion based sampling
 - Participants selected because they possess certain characteristics
 - Not attempting to infer from our participants to some larger population
- Field setting
 - Not laboratory
 - Investigator goes onsite
 - Personal relationships/ personality clashes/ build rapport
 - Privacy, consent, anonymity,
 - Ethics – intensive personal contact
 - Quest for natural behaviour

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Methods of Qualitative Data Collection

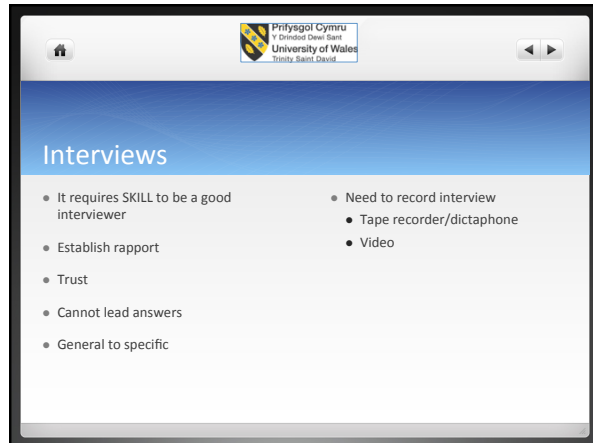
```

graph TD
    Interviews[Interviews] <--> Observations[Observations]
    Interviews <--> Questionnaires[Questionnaires]
    Observations <--> FocusGroups[Focus groups]
    Questionnaires <--> FocusGroups
  
```

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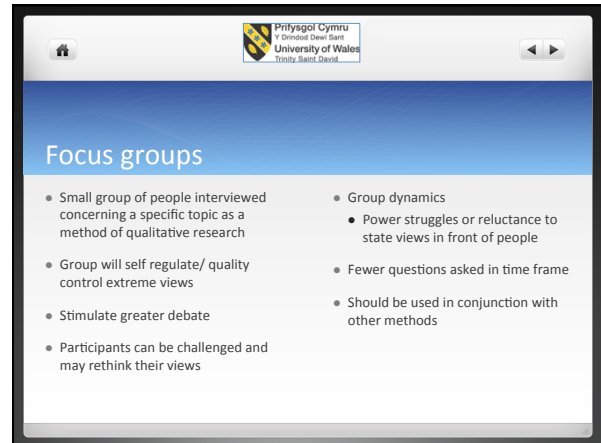
Interviews

- Most common source of data in Qual studies
- Person to person format
- Can be group interviews (focus group)
- Highly structured
 - Questions pre-determined
- Semi-structured
 - Open-ended questions, in conversational format



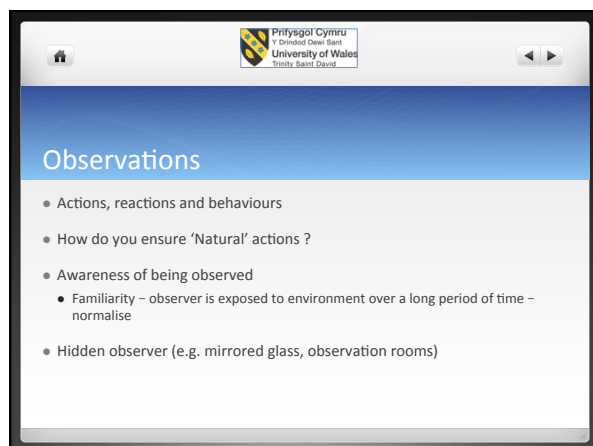
Interviews

- It requires SKILL to be a good interviewer
- Establish rapport
- Trust
- Cannot lead answers
- General to specific
- Need to record interview
 - Tape recorder/dictaphone
 - Video



Focus groups

- Small group of people interviewed concerning a specific topic as a method of qualitative research
- Group will self regulate/ quality control extreme views
- Stimulate greater debate
- Participants can be challenged and may rethink their views
- Group dynamics
 - Power struggles or reluctance to state views in front of people
- Fewer questions asked in time frame
- Should be used in conjunction with other methods



Observations

- Actions, reactions and behaviours
- How do you ensure 'Natural' actions ?
- Awareness of being observed
 - Familiarity – observer is exposed to environment over a long period of time – normalise
- Hidden observer (e.g. mirrored glass, observation rooms)



Action Research

- Approach to local problems
- Researcher does not attempt to apply findings outside of current setting
 - No generalisation
- Type of observational research
 - Narrative

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Possible issues with Qualitative Research

- Validity
 - Is the researcher seeing what they think they are seeing?
 - Misinterpretation
 - Acceptance of one opinion on the data – not challenged
 - Neutrality
 - Trustworthiness



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Possible issues with Qualitative Research



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Possible issues with Qualitative Research

- To demonstrate validity
 - Use evidence
 - Quotes from transcripts
 - Multiple participants sharing the same thoughts

"I definitely felt ready to return to play, you just know these things. I could feel it" Participant 2, p. 127

"I looked at the performance staff, I looked at the return to play data and I believed them when they said I was ready to return to play, I drew confidence from that" Participant 9, p. 82

"As soon as the surgeon gave me the all clear, I was like, let me back out there. The medical staff weren't so sure – they weren't happy with the isokinetic testing but I thought, screw that – I needed to get back out there and reclaim my jersey" Participant 14, p. 99

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Possible issues with Qualitative Research

- Reliability
 - Can you replicate the data gathering process simply for the purpose of establishing reliability
 - Interview the same person twice?
 - A large number of people saying the same thing, does not make it true




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Analysing Qualitative Data

- You need to type the transcripts VERBATIM (word for word) for EACH interview/focus group etc
- You need to score the questionnaires
- You need to organise your results in to THEMES

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Making the butterflies fly in formation...

- Raw data themes
- Higher order sub themes
- Higher order themes
- Dimensions

Figure 1 — Inductive content analysis: Early unmet negative experiences.

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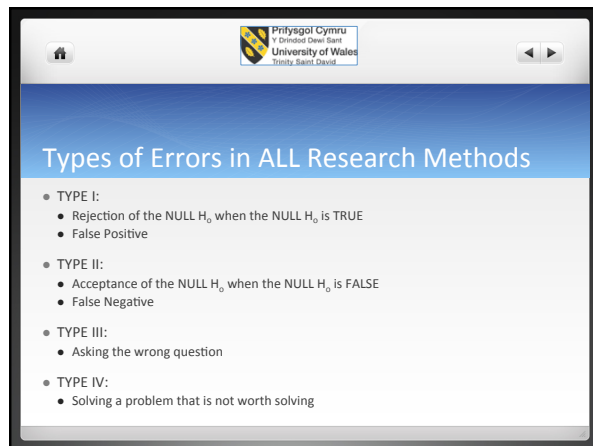
Triangulation of Data

- Use of more than one source of data to substantiate a researchers conclusions
 - Data
 - Investigator
 - Method
 - Theory
- Strengthens the confidence in the conclusions by increasing the evidence

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Theory construction

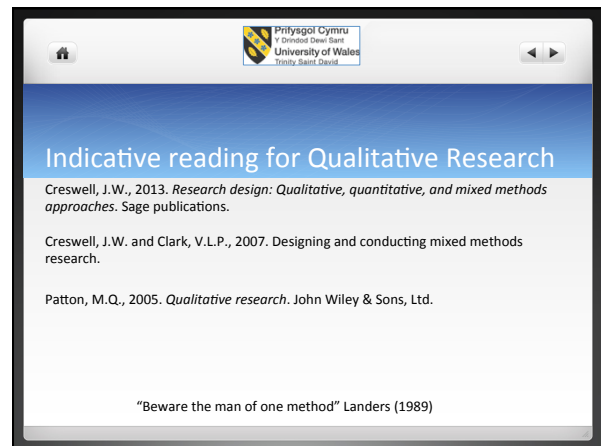
- Perceiving
- Comparing
- Contrasting
- Aggregating
- Ordering
- Establish linkages & relationships
- Speculating
- Negative case selection
 - Researcher looks for the exceptions to the hypothesised rule & reformulate hypothesis
- Grounded Theory
 - A theory based on and evolving from data



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Types of Errors in ALL Research Methods

- TYPE I:
 - Rejection of the NULL H_0 when the NULL H_0 is TRUE
 - False Positive
- TYPE II:
 - Acceptance of the NULL H_0 when the NULL H_0 is FALSE
 - False Negative
- TYPE III:
 - Asking the wrong question
- TYPE IV:
 - Solving a problem that is not worth solving



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Indicative reading for Qualitative Research

Creswell, J.W., 2013. *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

Creswell, J.W. and Clark, V.L.P., 2007. *Designing and conducting mixed methods research*.

Patton, M.Q., 2005. *Qualitative research*. John Wiley & Sons, Ltd.

"Beware the man of one method" Landers (1989)