

Qualitative Research

SBPD7002

Week 2

DBA Candidate Led Discussion

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Qualitative Research

1) Does “Qualitative Research” Make Sense? Justify with examples.

Qualitative Research

2) Why do you think it is important to take theory into consideration in your Research?

3) What is the difference between Inductive Research and Deductive Research? Use examples to illustrate your point

4) What is the difference between between Epistemology and Ontology? Use examples to illustrate your point

Research

5) Why are “Research Questions” important in the overall research process?

6) What is your understanding of Research Design?

Case Study

7) What do you understand by the Grounded Theory research methodology?

8) What are the arguments for and against the use of Case Study in Research?

9) Are case studies used in Qualitative Research only?

Population and Sample

- 10) Using examples, what is the difference between the two?
- 11) Why is your population important?
- 12) What role does your sample play in ensuring representativeness of the population?

Secondary and Primary Data

13) What is the difference between the two?

14) What are the weaknesses and the strengths of each?

Triangulation

15) What is Triangulation?

16) What implications does it have for ensuring qualitative research credibility

Interviews

17) What types of Interviews are you conversant with and what are their benefits as well as weaknesses?

Focus Group

18) What do you understand by this?

19) What are the advantages does the “Focus Group” in comparison to an individual qualitative interview?

20) Are there circumstances you think it is a good idea the participants know each other?

Observation

21) What do you understand by this? Do you think this is a good way to carry out research?

22) What are the main ways to record data in an observation?

23) Take into consideration Ethical issues.
Use Examples?