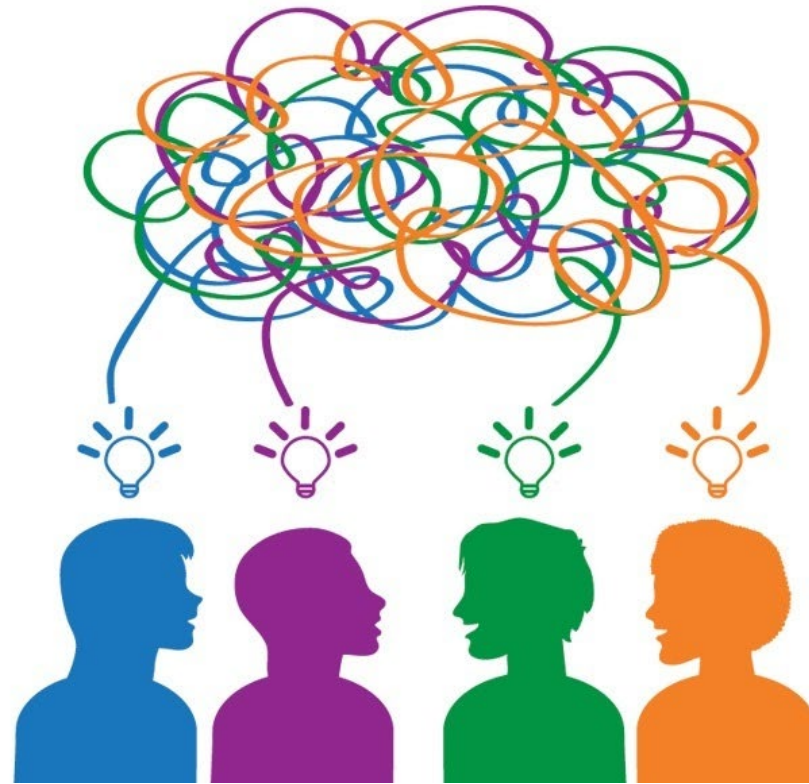


Introduction to Qualitative Research Methods



Qualitative Research

A method focused on understanding attitudes, feelings, opinions, ideas, customs and beliefs.



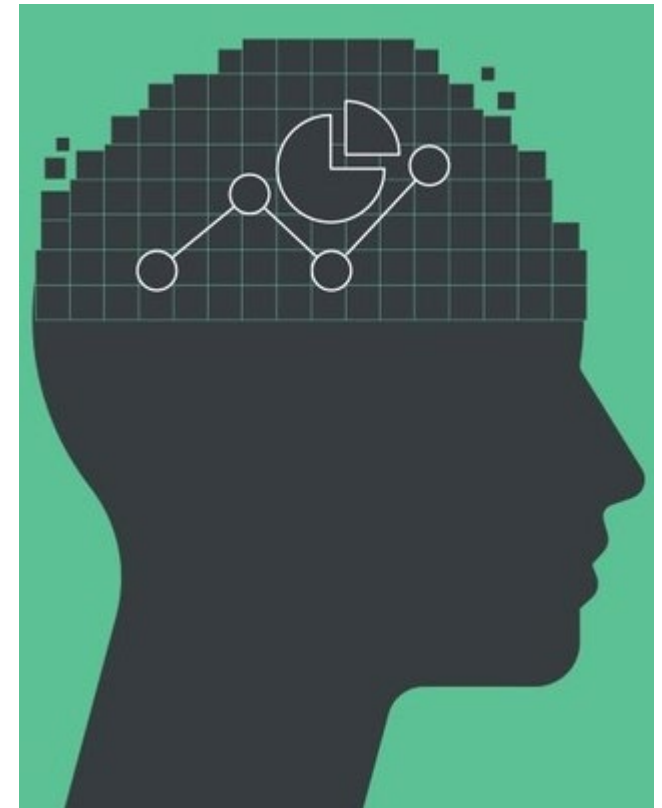
Qualitative

- Focus on words, meanings, and experiences.



Quantitative

- Focus on numbers, measurement, and statistical analysis





Why use Qualitative research?

- Qualitative research is valuable because it provides insights into the human, social, and contextual factors that often influence project outcomes but can be difficult to capture with purely quantitative methods

Why use Qualitative research?

- **Understanding Human Behaviour and Interactions**



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- **Exploring Complex Issues in Depth**



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- **Capturing Contextual Factors**



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- **Addressing Subjective Experiences and Perceptions**



Why use Qualitative research?

- Understanding Human Behaviour and Interactions
- Exploring Complex Issues in Depth
- Capturing Contextual Factors
- Addressing Subjective Experiences and Perceptions
- **Identifying Social and Cultural Issues**





**Qualitative
Research
Approaches**

Historical Study



Qualitative Research Approaches

Phenomenology



**Qualitative
Research
Approaches**

Grounded Theory



**Qualitative
Research
Approaches**

Ethnography



**Qualitative
Research
Approaches**

Case Studies

Qualitative Research Methods

Interviews: One-on-one conversations to gather detailed personal perspectives



Types of Interview

Structured	Semi-Structured	Unstructured
Highly Controlled	Moderate Control	No Formal Structure

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• Easy to compare responses across participants; • Ensures consistency	• Balances consistency with depth; • Can uncover unexpected insights.	• Maximum depth and flexibility, allowing for rich, detailed responses.
• Limited depth; • Doesn't allow for exploring new topics that might arise during the interview.	• Slightly harder to compare across participants, as some questions may vary	• Difficult to analyse and compare responses; • May stray off-topic if not managed well.

Qualitative Research Methods

Focus Groups: Group discussions to explore a range of perspectives on a particular issue



Qualitative Research Methods

Observation: Watching behaviours and interaction in the field.



Qualitative Research Methods

Document Analysis: Examining reports, contracts, meeting minutes, or emails to understand project management or communication issues.



What methods to use?



Think about:

- Participants / Focus / Setting / Documents
- Purpose
- Why you've chosen that method?

“Exploring the Impact of Leadership Styles on Team Collaboration and Productivity in Large Construction Projects”

Semi-structured Interviews

Participants: Site Managers, Supervisors, Construction Workers From Various Projects

Purpose: To gather in-depth insights into how different leadership styles affect day-to-day interactions, communication and overall team performance.

“Exploring the Impact of Leadership Styles on Team Collaboration and Productivity in Large Construction Projects”

Focus Groups

Participants: Groups of workers or team leaders from different departments

Purpose: To encourage discussion on leadership styles and their effects on team morale and collaboration.

“Exploring the Impact of Leadership Styles on Team Collaboration and Productivity in Large Construction Projects”

Observations

Settings: On-site observation of leadership interactions with teams during meetings, safety briefings, or problem-solving sessions.

Purpose: To see firsthand how leadership practices manifest in real-life situations and how they affect worker behaviour and productivity.

“Investigating the Barriers to Implementing Sustainable Construction Practices”

1

2

3

“Investigating the Barriers to Implementing Sustainable Construction Practices”

1

Unstructured
Interviews

2

3

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Unstructured
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Case Studies

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Focus Groups

Qualitative Data Analysis

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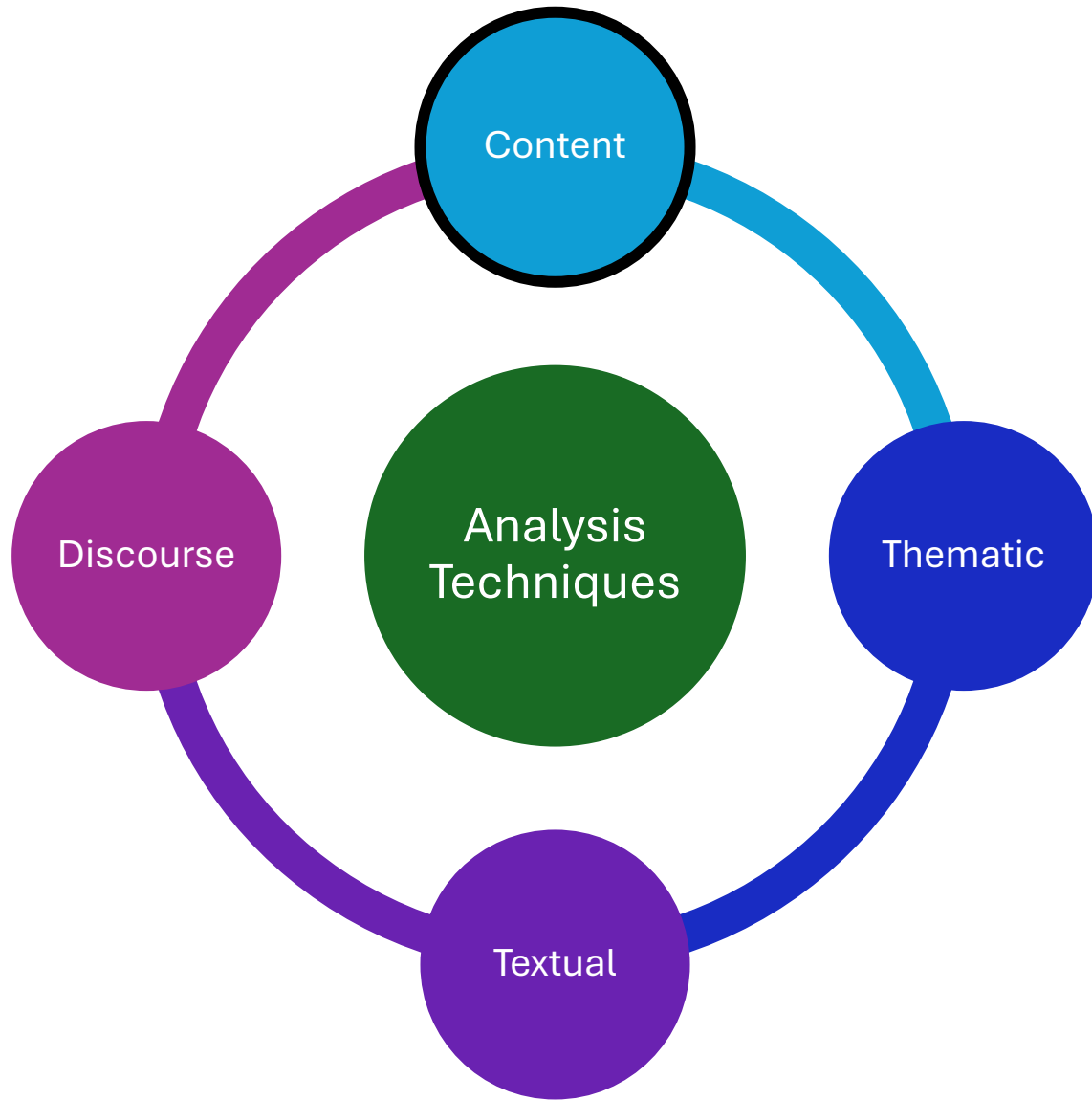


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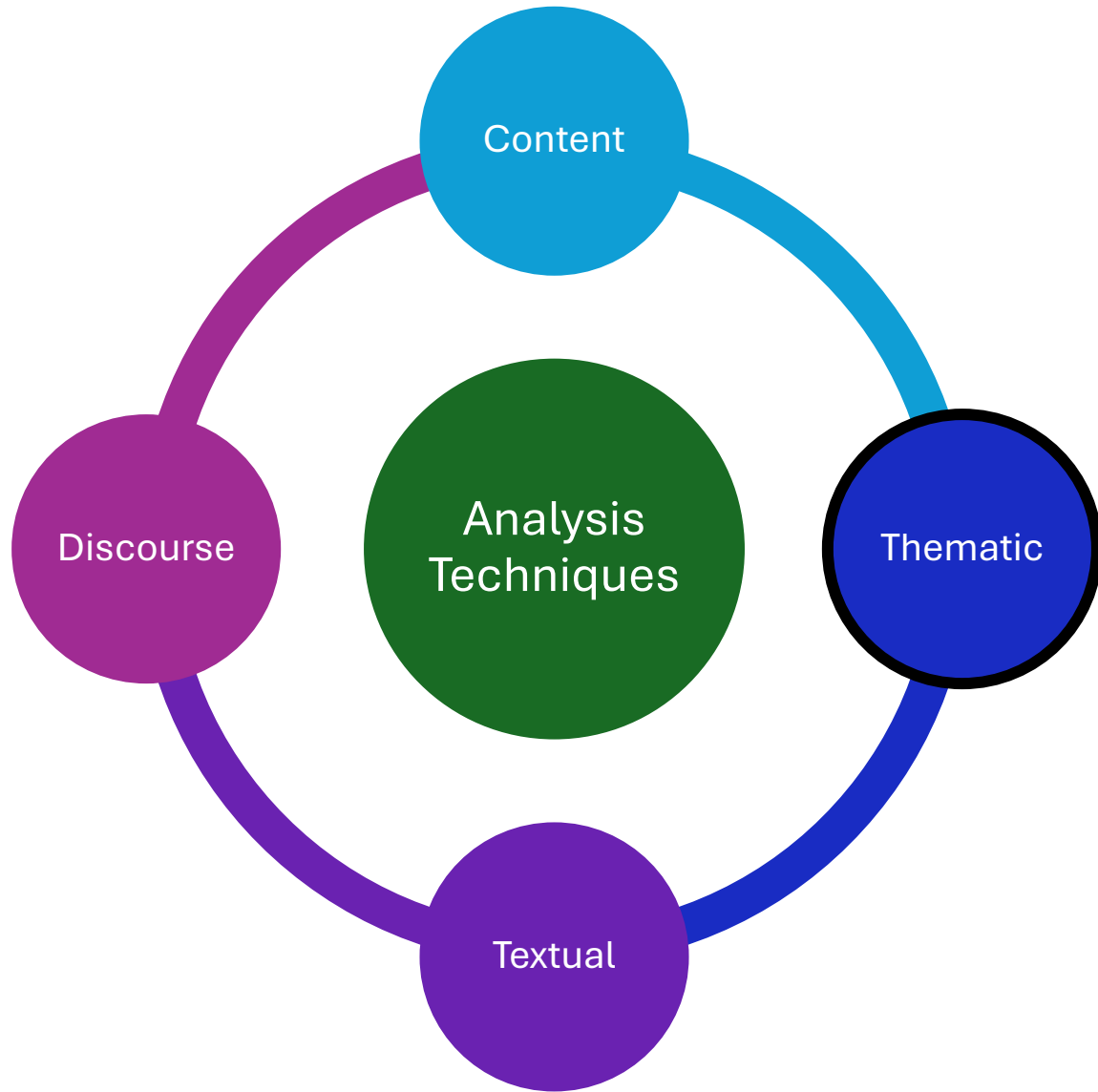
Qualitative Data Analysis Techniques



Content Analysis

- To describe and categorise common words, phrases, and ideas in qualitative data.

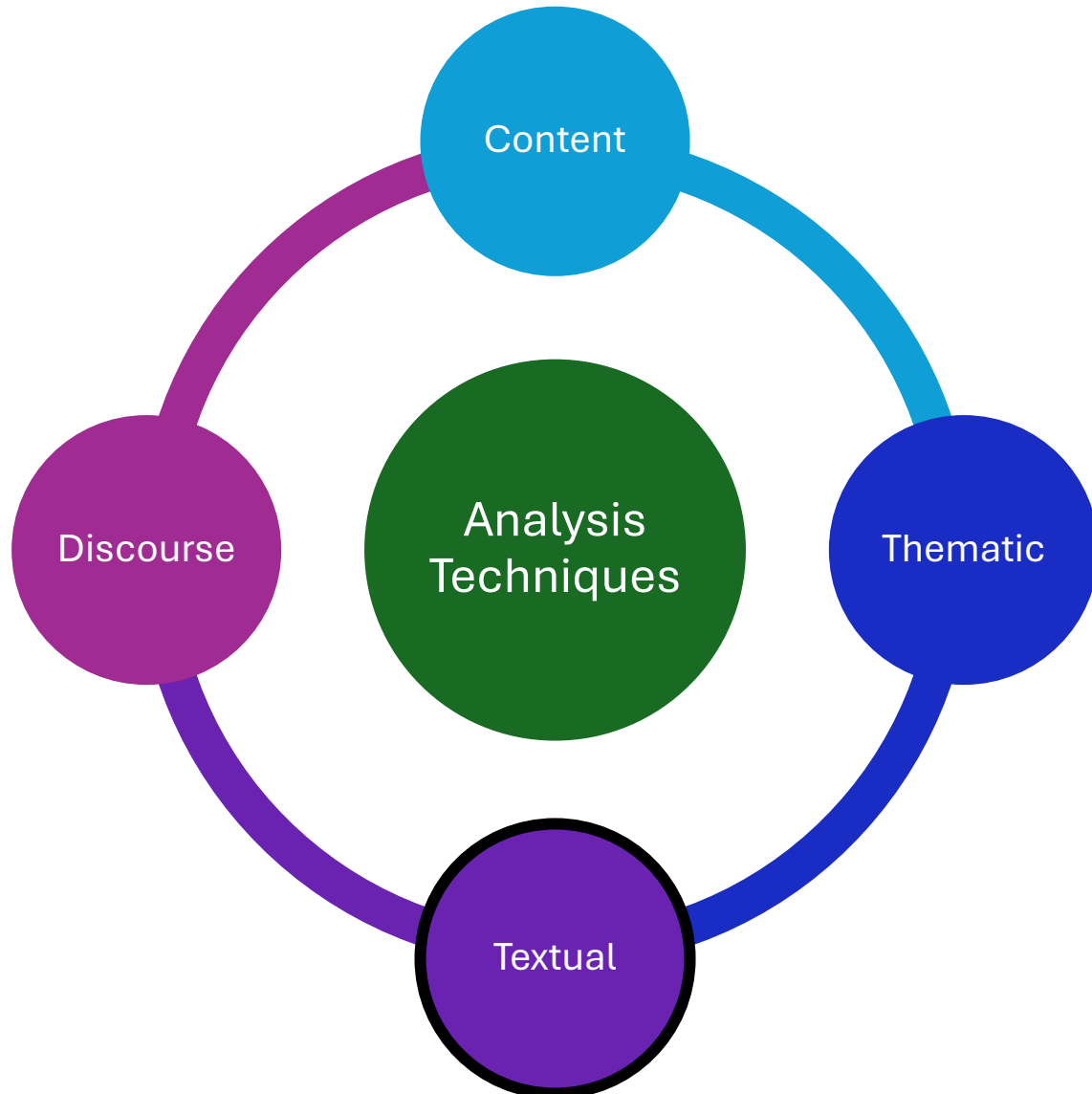
Qualitative Data Analysis Techniques



Thematic Analysis

- To identify, analyse, and report patterns (themes) within qualitative data.

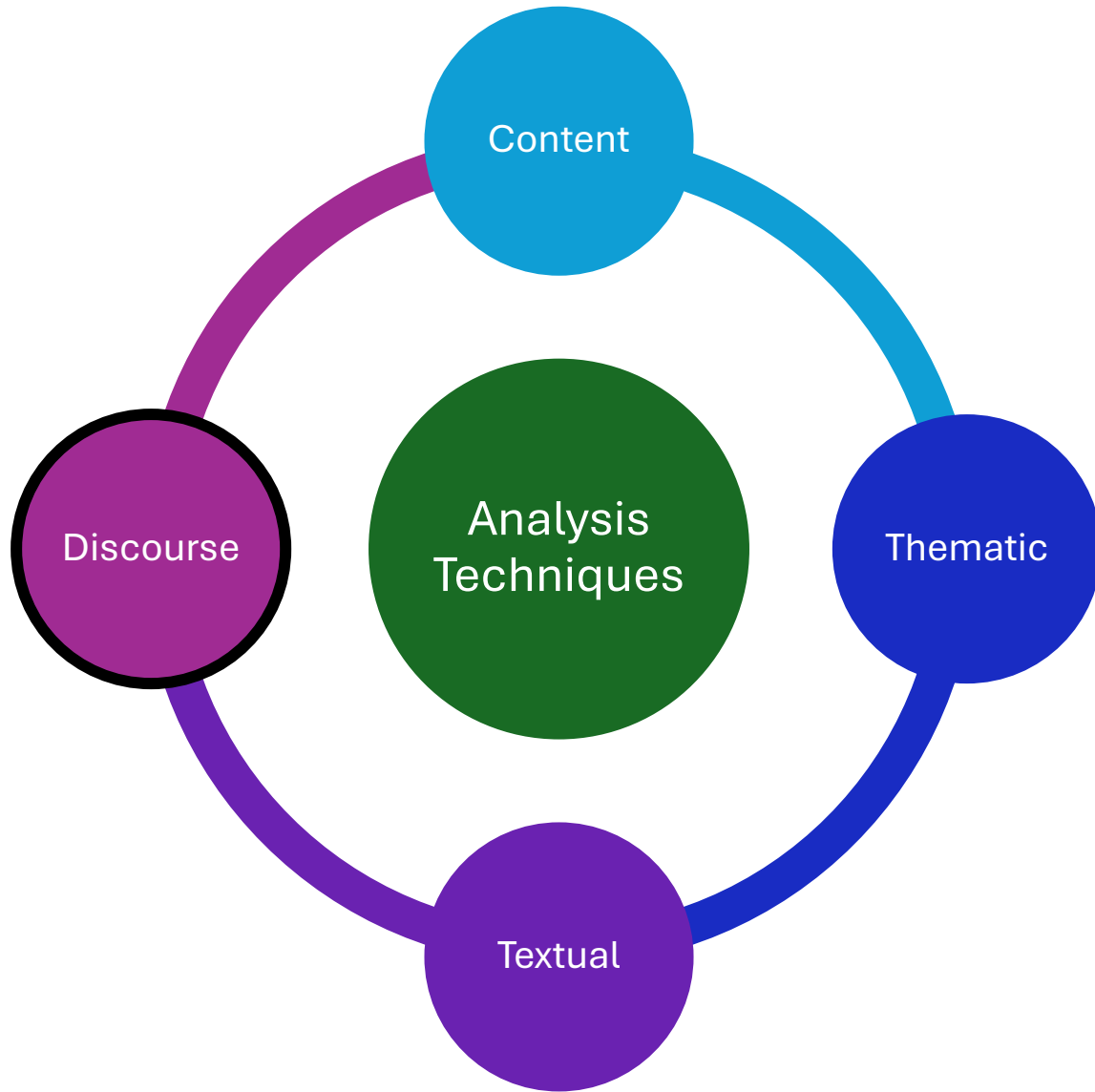
Qualitative Data Analysis Techniques



Textual Analysis

- To examine the content, structure, and design of texts

Qualitative Data Analysis Techniques



Discourse Analysis

- To study communication and how language is used to achieve effects in specific contexts.

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- Generation of new ideas

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- Labour Intensive