

Writing Up a Qualitative Report

M5X02252

Qualitative Reports

- ▶ Can deviate a little from the format required for quantitative reports
 - ▶ Can write in the first person
 - ▶ HOWEVER, CONSIDER IF THIS IS NECESSARY?
 - ▶ More flexibility in presentation of method and results sections
- ▶ However clear and precise account is still very important

Structuring the Project

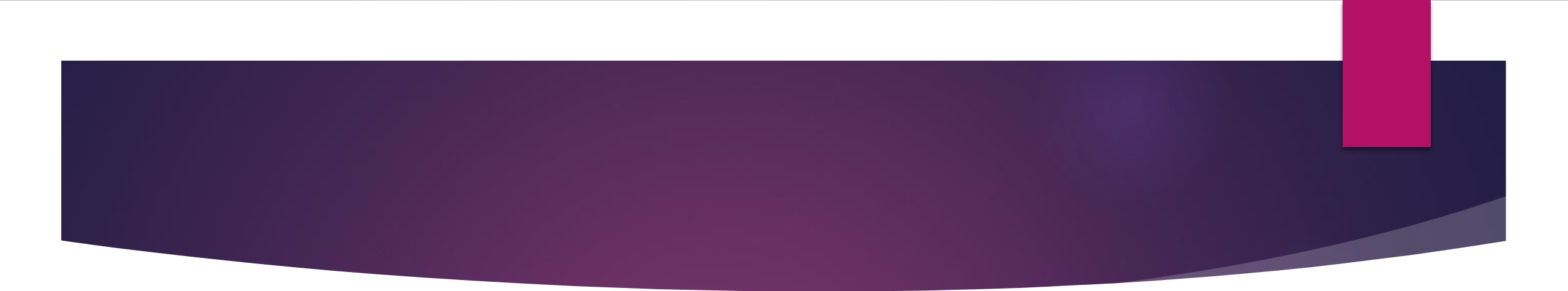
- ▶ Still need the following details
 - ▶ Clear and Precise Title
 - ▶ Abstract
 - ▶ Major sections
 - ▶ Introduction
 - ▶ Methodology
 - ▶ Results/Discussion
 - ▶ Reflexive Account (IPA only)
 - ▶ Conclusion
 - ▶ References
 - ▶ Appendices

Title

- ▶ Aim to be informative, yet as precise and concise as you can. Make sure it makes sense.
- ▶ Remember with qualitative research it is not considered an experiment, you might not even have a hypothesis (this is quite common), it is often an investigation or exploration (use these words!).
- ▶ If a case study, or a focus group state this in title (for the purposes of assessment 2 for M5X02252 then you are analysing a diary extract).

Titles - Example

- ▶ An investigation into the impact of a cyber bullying on dating confidence: A focus group approach.
- ▶ Exploring the impact of cyber bullying on dating confidence: A case study of a victim of cyber bullying.

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- ▶ Abstract (placed directly underneath your title).
 - ▶ Summary of report. Try to be as succinct as possible. Include the following details:
 - ▶ Background to your study
 - ▶ Method - a brief statement of design and sample
 - ▶ Results - the main findings in words (just brief note of the themes)
 - ▶ Conclusion - in one line if possible.
 - ▶ 150-200 words maximum.

Introduction / Literature Review

- ▶ The background to your study derived from the psychological literature.
 - ▶ Begin in broad terms -set the context for the study
 - ▶ Then outline some relevant evidence using studies from the literature
 - ▶ Give the rationale for your study
 - ▶ Conclude with the specific aim of your study, including the research question
 - ▶ As stated a qualitative report is largely investigative and should not have a hypothesis.

Structuring the report

- ▶ Introduction / Literature Review
 - ▶ Same format as with any report
 - ▶ Start by stating the general area
 - ▶ Review relevant research and theory
 - ▶ Quite often it can be appropriate to complete (not write up) your analysis first then complete your introduction / literature review.
 - ▶ **Rationale for your study**
 - ▶ End with statement of research question
 - ▶ Not with a hypothesis (no predictions in qualitative report)