

Qualitative Research Methodology



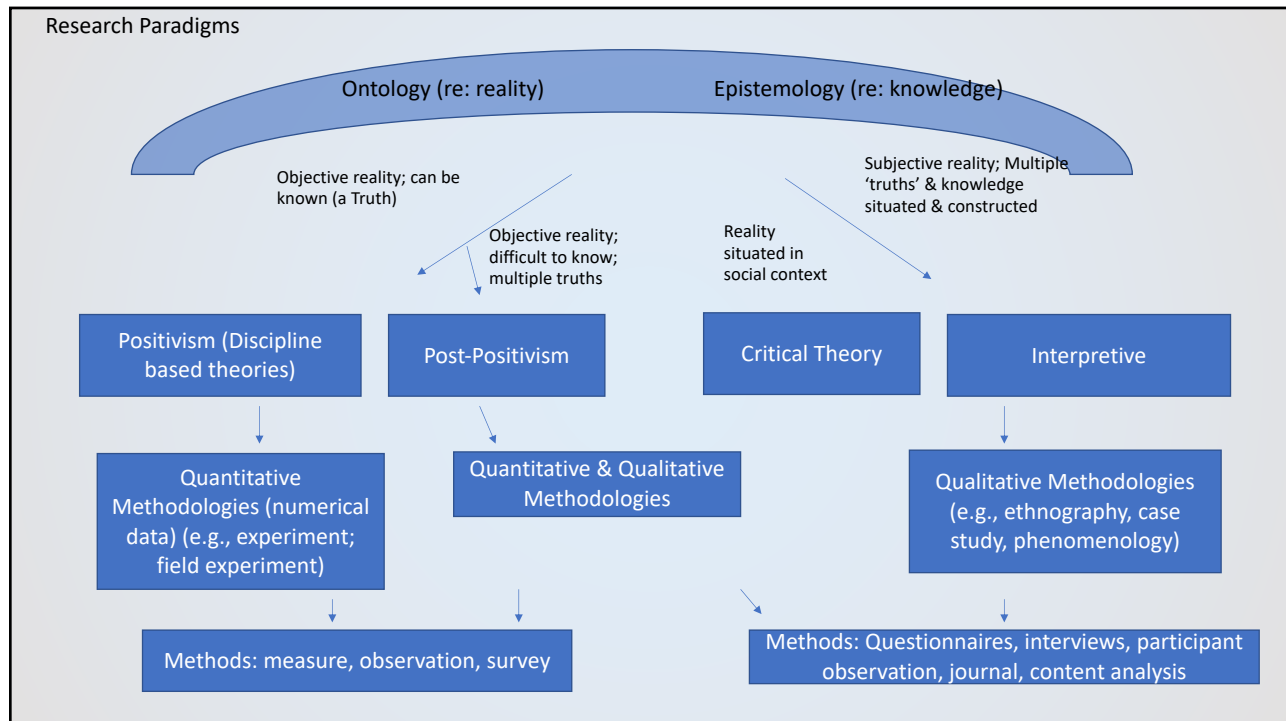
MAPESPL Summer 2021
Karen Sirna, PhD

1

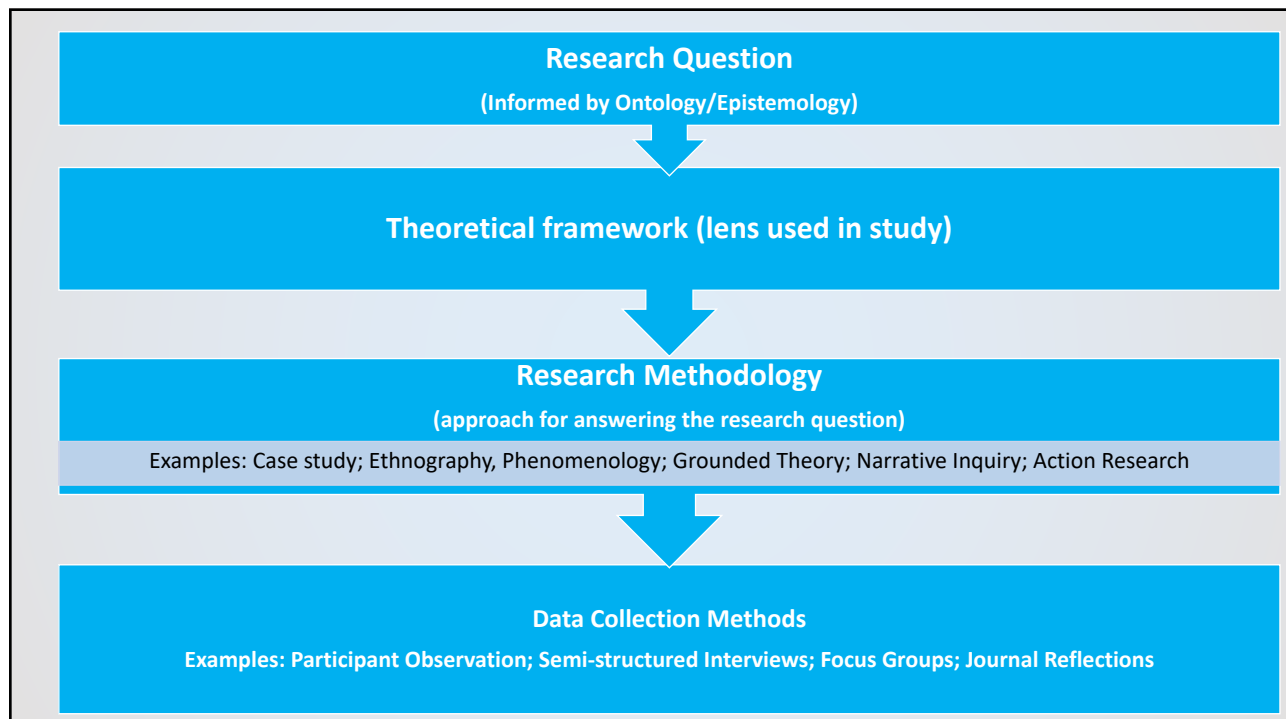
Today's plan

- Exploring qualitative research methodologies
 - Activity
- Reading and Interpreting qualitative research studies.
 - Hands-on, peer-supported activity
- Exploring qualitative research methods
 - Activities
- Summary
- Wrap

2



3



4

CHARACTERISTICS OF QUALITATIVE RESEARCH



5

Characteristics of qualitative research?

1. **Seeks discovery and exploration**
2. **Provides rich descriptions**
3. **Uses textual data**
4. **Focuses on people**
5. **Uses inductive reasoning to interpret data**
6. **Identifies data patterns**
7. **Builds or applies theories**
8. **Systematic but flexible**
9. **Small sample size**

6

Research methodology and research methods



Tools = Research Methods

Toolbox = Methodology

7

Qualitative Research Methodologies (Typical Ones)

Ethnography

Case Study

Phenomenology

Grounded
Theory

Narrative
Inquiry

Action Research

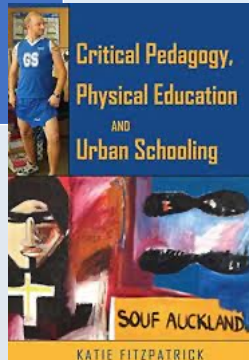
8

Qualitative Research Methodology: Ethnography

Ethnography

Focus: Exploring the culture of a community/ group; deep, rich understanding

Typical methods: Observation; participant observation; interviews; documents



9

Qualitative Research Methodology: Case Study

Case Study

Focus: Understanding a specific phenomenon in context (bounded system)

Typical methods: Observation; interviews; Document analysis



10

Qualitative Research Methodology: Phenomenology

Phenomenology

Focus: Exploring how meaning is constructed through experience; life worlds (meaning making)

Typical methods: Participant observation; interviews




11

Qualitative Research Methodology: Narrative Inquiry

Narrative Inquiry

Focus: Exploring life experiences as storied; includes life history

Typical methods: Storied or life history interviews

D. JEAN CLANDININ
E. MICHAEL CONNELLY

Narrative Inquiry

Experience and Story in Qualitative Research

A Narrative Inquiry into the negotiation of the dominant stories of physical education: Living, telling, re-telling, and re-living

Ashley Casey
Loughborough University
University of Limerick

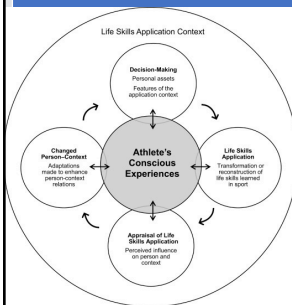
Lee Schaefer
University of Regina



12

Qualitative Research Methodology: Grounded Theory

Grounded Theory



Kendellen & Camire, 2019

Focus: Exploration to Understand a phenomenon and develop a theory about it

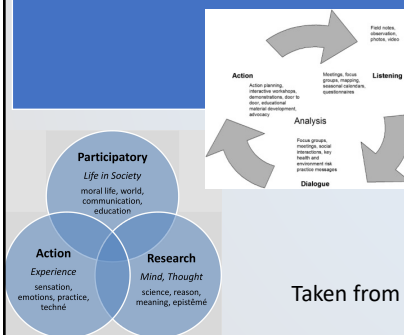
Typical methods: Interviews; Observations



13

Qualitative Research Methodology: Action Research

Action Research (Participatory)



Taken from Schultz, 2019

Focus: Aims to produce a specific change or improvement in a context

Typical methods: Observations, Interviews, document analysis,

14



15



Think about what qualitative methodology might work best for your project.

16

Qualitative Methodologies (Typical ones)			Activity: Doc table provided or make your own
Methodology	Focus	Typical Methods	Key Aspects
Ethnography			
Case Study			
Phenomenology			
Grounded Theory			
Narrative Inquiry			
Action Research			

Resources: Pitney & Parker (2009; Chapter 9; & Armour & Macdonald, 2012; Chapters 7, 16, 18, 19, 20, 21)

17

Research Question-----Methodology match

Phenomenon. - understanding children's experiences of participating in competitive swimming

1. How does the culture of competitive swimming influence children's experiences in the sport?
2. What factors influence children's success in competitive swimming?
3. What are the experiences of children participating in competitive swimming in Vancouver, BC?
4. How do children who are competitive swimmers negotiate their past and current relationships with coaches?
5. What are the lived experiences of children who engage in competitive swimming?
6. How does the implementation of a cooperative learning unit in physical education influence students' perspectives of their role in team activities?

18

Interpreting Qualitative research: Methodology, methods and alignment to research question

Select 1-2 articles of those you found. Use your own words (no direct quotes).

Article Reference (APA format)

1. Purpose of the study:

Research question:

2. Theoretical framework used in the study:

3. Methodology

4. Methods of data collection:

5. Participants: #; description; access; etc.

6. Researcher(s); situating of self in relation to the study: (part of trustworthiness)

7. Trustworthiness (e.g., triangulation of data collection methods or data sources; member checks, etc.):

8. Findings (themes) with a few points of elaboration about each:

9. Conclusions made by authors about study (the 'so what')

10. Recommendation or contribution:

Note alignment of methods with methodology to answer research question

19

Typical Methods of Data Collection in Qualitative Research

Observations

Interviews

Artifacts/
Documents (e.g.,
journals)

Other sources of
data (e.g., visual
methods; photo
elicitation)

*Read Armour & Macdonald (2012); Chapter 7

20

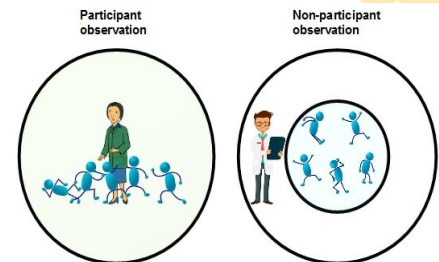
Research Methods

• **Observation**

- Non-participant-----participant
- Observations made via 'field notes'; later made into fuller notes

Tips:

- Draw from senses for description (avoid judgement)
- For participant observation – make notes a.s.a.p. following activity
- Include date, time, topic on field notes for accurate data collection
- Keep reflective notes as well (your thoughts about observations)



*Recommended Reading: Öhman & Quennerstedt, Observational studies (Chpt. 15 in Armour & Macdonald (2012)

21

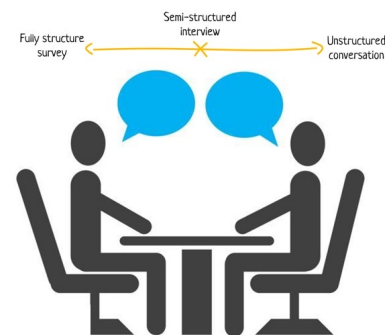
Research Methods

• **Interviews**

- Individual-----Group (focus groups)
- Structured-----Semi-structured

Tips:

- Keep aim of deep understanding in mind: -listen; focus on your participant; ask for clarification as needed, avoid assumptions or leading questions; try not to interrupt; embrace the silences; start with easy questions to build rapport
- Do pilot interviews (get comfortable with your questions)
- Use open questions to invite elaboration
- Interview approach – matches the methodology



*Recommended Reading: Ennis & Chen, Interviews & focus groups (Chpt. 17 in Armour & Macdonald (2012)

ACTIVITY

22

Interviewing Activity



Please note: Recording interviews is helpful however you must always seek permission of the interviewee before starting.

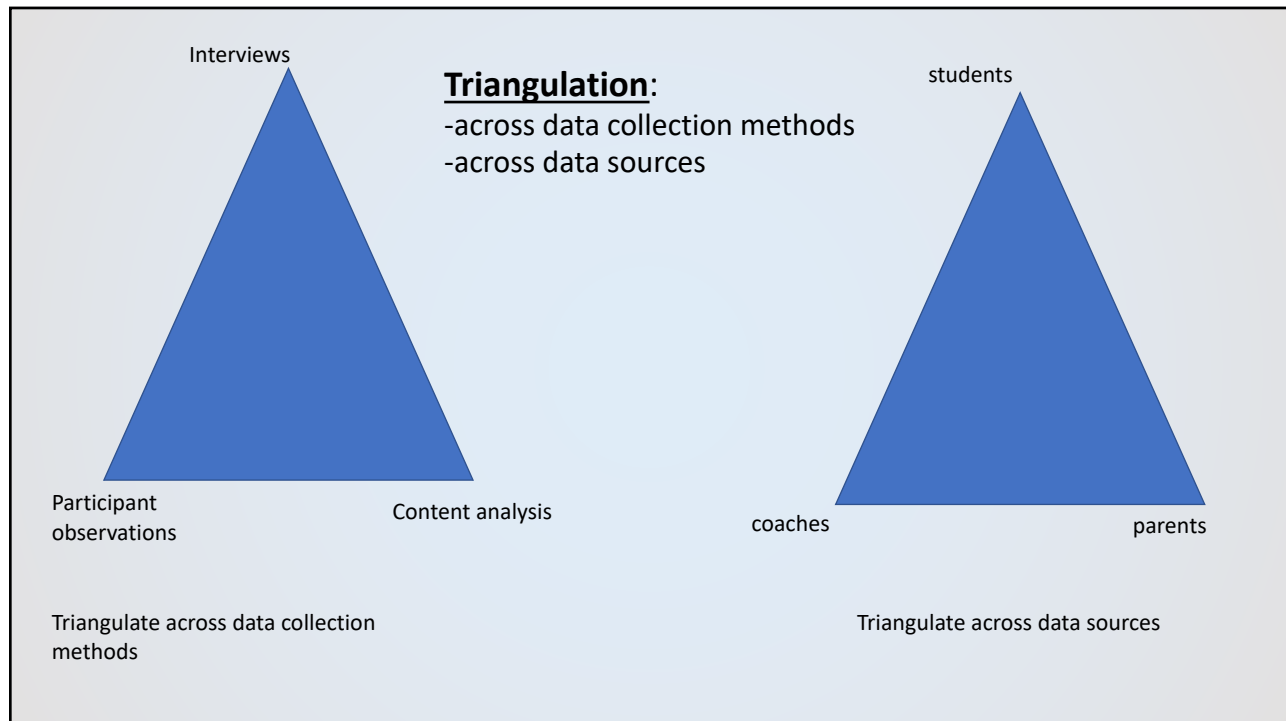
23

Trustworthiness

TABLE 2: Criteria for trustworthiness of qualitative research.

Criterion	Strategy employed
Credibility	• Prolonged engagement • Peer briefing • Triangulation • Member checks
Transferability	• Providing thick description • Purposive sampling
Dependability	• Create an audit trail • Triangulation
Confirmability	• Triangulation • Practise reflexivity

24



25



26

Summary thoughts regarding qualitative methodology

Research question-----Methodology-----Research Methods
(Alignment)

*Spend time thinking about this!!!

27

Wrap Up

Questions

Readings/ videos provided on moodle
(also recommended to read suggested chapters in Armour &
Macdonald)

28