

Qualitative research Assignments 1,2,3

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1. Assignment 1: Methods for conducting the qualitative research in the social science

Types of qualitative methods

1.1 Introduction

To conduct a qualitative research study different type of methods can be used according to the demand and requirement of the study. There are the following some methods which could be considered:

Phenomenological model

To deliberate any event, phenomenon or activity the phenomenological model is used. In this type of research model, a single method is not used for the collection of the data, instead, combination of procedures is used like; watching videos, reviewing the existing documents, conducting interviews and visiting places plus events to develop a better understanding about the contestant's place. In this method, the researcher depends upon the perspective of the participant for providing insight regarding their motivations.

Grounded theory model:

This model is used to draw the explanation regarding an event or an action. Through this method, it could be explained that why a certain method evolved the way it did. Large subject numbers are dealt with the Grounded theory model. Based on the existing data, theoretical models are developed in the existing biological, psychological and genetic sciences. Basically, along with the existing data, interviews are used for building the theory (Cho, et al., 2014).

Ethnographic model:

It is the most probable research method used by the researcher as they are familiar with it. In this method, the researcher submerges himself in the environment of the target participants to know their goals, challenges, motivations, themes, and culture in an effective manner. The ethnographic model has its roots in the cultural anthropology so mostly, in this method, the researchers immerse themselves in the culture. Instead of conducting surveys or interviews the condition is observed personally.

Narrative model:

The narrative approach befalls over a large period and observes the whole information about the events as they happen. Like the narrative story, in this approach, a subject is selected in its starting point and then being reviewed with all the circumstances from which it goes through like opportunities or obstacles. While it is not necessary that the final narrative remains in the chronological order (Taylor, et al., 2015).

Case study model:

The case study method is used for conducting the research when in-depth information is needed. The subject can vary from a simple person to the family, organization, business, city or town. The collection of data is done by using the several different sources. Once the data is collected, then it is compiled according to the details of making a bigger-end conclusion. Mostly in the business, case studies are used as the businessmen try to convince the clients that how their specific services or business solution can provide them ease.

Historical model:

This approach is used to know the past events. This type of qualitative research demonstrates the past events which can help in the better understanding of the present patterns and finally make the anticipated choices for the future. This model is best in answering the questions related to the hypothetical ideas then utilize the resources to evaluate the certain deviation regarding the idea (gcu.edu, 2017).

1.2 Discussion:

The methodology which is used for conducting a specific research act as the backbone of the whole study. Two different methods can be used for the conduction of the research like qualitative and quantitative. Most of the time the data regarding the views and responses of the people about a certain matter is generalized by using the research method. From this perspective, it could be claimed that the research methods either qualitative or quantitative are much imagined than the real. Because in this type of research based on opinion and views of the sample population is generalized to the whole population. There is the number of different flaws and problems can be present in the method or the data which is used for presenting the finding of the research. There is some limitation of the research methods as followed:

Subjective data:

The main drawback of the qualitative research method is that the data which is used for conducting the whole research is of subjective type. For example, if a researcher has used a certain factor as a primary factor for conducting the whole study then for the second researcher who is conducting the study on the same topic can find that factor totally useless he/she can ignore it. As different individuals have the different perspectives regarding the same topic due to which their decisions can be changed which in turn can increase the data to the high amount. So, sometimes the data which is not accurate can be generalized by the researchers just because they have different subjectivism (vittana.org, 2017).

Rigidity:

The rigidity factor in the qualitative research method data is totally missing because the data is gathered primary based on the perspectives of the individuals who were conducting the research. Along with this, there is not much evidence about the thing that the data which is collected is totally valid because the human mind has the ability that it remembers the events as it likes not the way in which they occurred regarding a specific situation. So, there is a possibility that the data which is gathered from the humans can be different from the actual situation. Mostly the brain looks at the good side of the event and due to this trait, it is difficult for the researchers to confirm the validity of the data. Due to this weakness of the data, it could be said that the qualitative research method is more imagined than the real one.

Data collection is time-consuming:

The data which is collected by the qualitative method contain too many details is very overwhelming. So, after the total collection of the data its sortation is the very difficult task because the quantity of the data is too much in such case identifying the central points can be very much time-consuming. Along with the details, the data is also subjective because the factor to which one writer has given the preference in the study is totally ignored by the other writer. It is crucial that, before sorting the data, there should be some standards. But these standards will also be regarding the perspective of a specific researcher due to which it could not be specified that which information is important (Ragin & C., 2014.).

Findings are valuable but difficult to present:

The findings which are drawn from the research study is proceeded through the qualitative method could be difficult to present them. Because there are lots of data collected in this type of study, so it is very difficult to evaluate the data which is relevant to the study and then present it to the people in a manner that they can understand it. It is a challenge for the researchers to evaluate the relevant data from the big mass of the data. Mostly the findings of the topic which the researcher has presented after the evaluation of the data are not the same for the observer who gleans the data. Due to this, it is tough to understand that the findings which are generalized to the people are valid or are just the perspective of the researcher (Marshall, et al., 2014).

Influence of researcher on the data:

In the qualitative research, the quality of the data is highly dependent upon the perspective of the researcher who is conducting the study. Because the researcher is mainly collecting the data, so his skills, perspective, and observation matter a lot. For example, if the point of view of the researcher is biased regarding the topic then the influence of this biases can be seen in the data which he has collected and the results which he has drawn after the evaluation of that data. So, it is highly possible for the researcher to make a bias claim and then prove that claim with the help of qualitative research.

Acceptance of the data:

As in the qualitative research, the collected data is of the subjective nature do due to that the findings which are drawn with the help of that data are not accepted by the scientific society. There are only very few chances that the scientific society will accept the results of the data. For most of the time for the acceptance of the data, that it is imperative, the research on the same topic is developed by any other researcher but the same results are produced in both the cases. Without the acceptance of the scientific society, it is difficult to generalize the results of the data (McCusker, et al., 2015).

Replication of the results:

For a research to be approved by the scientific society it is crucial that the same type of results is produced in another study because only then the research can be approved as the factual one. But

for the qualitative research, it is very complicated to produce the same result as the data is mostly of subjective type. Along with this, the biases of the researcher can impact on the evaluation and conduction of the research greatly. Even if the parameters are set for the data collection but still variation can be seen due to the unique perspective of each researcher.

Size of the sample:

Size of the sample in the qualitative research method can also be the reason for its being more imagined than the real one because, mostly, the small sample size is used. So, all the findings are drawn based on that sampling. But the conditions which are used for the small sample size can be ideal only for that sample the situation can be altered if the same conditions are applied to the big sample size. It could be said that the small sample size is not the true representative of the larger populace demographics, even if there are many similarities but there are always significant differences as well which cannot be avoided (Palinkas, et al., 2015).

The expertise of the researcher

In the qualitative research procedure, the expertise of the researcher matters a lot. Because it is the expertise of the researcher based on which the whole data will be collected. If the researcher lacks the necessary skills or he is unable to understand the subject matter of that field in which he is conducting the study, then there are huge chances that the research quality will be compromised. By seeing this, it could be concluded that the findings of the research will be basically the perspective of the researcher and it will be deprived of the actual results and facts.

Statistical representation

One more limitation in the qualitative research method is that it lacks the statistical data representation due to which it is difficult to evaluate that either the results which are generated are valid or not. The responses which are gathered regarding a specific data cannot be measured due to which it is only assumed that the data is correct. The only way in such type of study to measure the validity of the data is to do its comparison with the other studies.

1.3 Conclusion:

Although the qualitative methods are used for the conduction of the research they are more based on the imagination than the real because the whole research is conducted based on the perspective

of the researcher. It is totally the subjective-based study. The parameters are also set according to the likeness of the researcher due to which there is huge possibility that in one paper the factor which is given preference can be totally neglected in the other paper. Due to all these facts, it is difficult to generalize the finding of the qualitative research.

2. Assignment 2

2.1 Article 1

"Applying the concepts of simplicity and discipline for creating customers' value in a low contact services company: an exploratory study"

2.1.1 Introduction

In this paper, the author wanted to know that what procedures and processes the service companies use for value creation for their customers. Because most of the time the airline companies which have the limited budget, it is quite challenging for them to maintain the quality of the services as well as provide the best services to the customers in low rates. In most of the previous papers, the challenges of cost and quality of the service industry have been discussed so the author has selected the operational aspect. As on the operational aspect, there is not much work done in the past. To conduct the study the author has selected the specific airline whose budget is not high like Air Asia.

For conducting the study, the author has selected the qualitative method and specifically in it he has selected the case study approach. While for the collection of the data interview technique was used by the author. To cross check the provided data and to get more information the author has used the website of the company. Finally, after the evaluation of the data in the detail, the findings are stated at the end of the paper (Idris & Fazli., 2013).

2.1.2 Discussion

The aim of the paper:

The basic aim of this paper was to find as well as highlight the procedures, practices plus the process which the Air Asia use and they suppose these procedures are fit for the characteristics like discipline and simplicity in the original model for creating value in the systems of lower operative costs. Due to which the ticket prices for the clients of Air Asia highly reduced. The author does not want to work on the cost and quality aspect of the value creation as the previous work adequate in this field so, he has selected the operational aspect as not much of the work has done in this area.

The objective of research:

The author has not stated the objective in a clear manner. If he could have done this then it would be easier for the readers to understand that what the basic objective the author has regarding this study. However, by seeing the paper it could be assumed that the objective of this article is to explore the potential of applying the moralities of rigid flexibility model for value creation in the service industries.

Purpose of the research:

Although the writer has not clearly elaborated the purpose of research in the paper by analyzing the paper it could be evaluated that the basic purpose of the research is to know that either the principles of the rigid flexibility model help in creating value in the service industry or not.

Research design:

The author has selected the qualitative research method for conducting the study. The author has used the case study approach for conducting the study from the qualitative research methods. While the interview technique has been used mainly for the collection of the data. The author has justified his model selection by stating that, he has selected this approach because according to his knowledge the method has not used by any other author in the service industry. For this purpose, the author made open-ended questions, so he could collect the relevant data regarding the topic.

The author wanted to know the different procedures which the company is using for creating value for their customers, so the case study method is appropriate as in the case study approach is mostly used by the people when they want to get the in-depth information. Along with this, the author wanted to work for a specific company, so the case study approach is relevant to the objective of the paper. The quantitative research method could not be used for this study because the author wanted to know the procedures which the company is using so it is only possible by talking and knowing the viewpoint of the people who are working in the company.

Conceptual framework:

The author is exploring the best practices and the best procedures which the Air Asia is using for creating value in the company. The author has used rigid flexibility model for this and to know this model and successfully apply it on the paper the author has done the thorough research on the

past papers. From the evaluation of the past papers, the author has found out that the quality and strategic management have the strong impact on the achievement of flexibility in operations within a company. While the flexibility is totally dependent on the two variables which are simplicity and discipline. From the past research, it has proven that if a company has more simplicity and more discipline then the flexibility in the operation will be also very high.

Methods of data collection:

Several different methods were selected by the author to collect the data like he has spent almost more than 2 hours with the executive manager of the company to know more about their procedure and processes which they used for the value creation. Along with this, he has also taken information from the executive and service managers. The company parent website was also explored by the author for the collection of data regarding the research. Mostly the secondary information was collected from the parent website of the company.

The author has selected the interview method for the collection of data. By seeing the main purpose of the topic, it could be said that he has made the right choice because in the questionnaire method there is huge possibility that the people will misunderstand the things, or they are completely unable to understand the question. Even sometimes the participants have the emotional attachment to the question due to which there could be biased in their answers. This type of small problems is responsible for effecting the overall result of the study.

While in the interview method one can just not only know the answers of the participants directly but also judge their expressions to assess the truth in the answers. Along with this, the author wanted to know the culture and performance of the employees which is not possible to evaluate with the help of quantitative methods. The author has not mentioned the specific questions which he has used for collecting the information from the relevant people.

Alternative method:

The author could have used the Phenomenological model for conducting the study. As in this specific approach, the person is not limited to a single method for the collection of data. The researcher could have used this specific method and gather the information by using more than one method. He could do the interviews of the executive and other managers who are responsible for designing as well as executing the operations in the company.

Then he could have reviewed the previous documents of the company to know that either these operations are effective in the value creation or not. Along with this the author could have talked to the potential clients or checked their feedback for the company to know either they are happy and satisfied with the operations of the company or not. On the other hand, the previous record of the company could also be evaluated to know that how much progress the company has made and to know the drawbacks of those operations for the company.

This approach could be better for conducting the study because to know the operational methods of a company one must do exclusive research.

Chances of the replication of the study:

After conducting the research, the author has described all the procedures and processes which the company is using for the value creation in a detailed manner. There is the greater number of chances that someone could copy the research or present the same research with his name by doing the few changes like changing the topic or other minor changes as well. The author has discussed the operation of the company in a detailed way.

Along with the details of the operation, there is one more weakness of the paper is present in the paper due to which it is easier to copy the work. Like the author has does not select a large sample, or the sources which he has mentioned for the collection of the study are very common. Anyone can mention them without even thinking due to which it is easy to copy the work of this author.

Sample selection:

The author has not selected the specific sample for conducting this research. He has only done meeting and talking to the total four people of the company which is not adequate for the collection of data. He could have used several other ways as well for the collection of the data like he could have talked to the staff of the company to know their viewpoints of the operations. Along with this, he could conduct a survey to know that how effectively the company is applying those procedures in their company.

Value creation is mostly regarding the clients, so the author should try to conduct interview or survey among the potential clients of the company to know that either they are satisfied with the processes and procedures of the company or not.

Evaluation of the data:

The author has not described the specific criteria or the tools which he has utilized for the analysis of the data. Because most of the time the data which is collected is in the raw form in the case study approach. The researcher must gather and then connect this random data to each other for deriving the end results. But in this study, the author has not stated the methods or procedures which he has utilized to separate the relevant data from the other one.

Findings:

The findings of the study have suggested that in the Air Asia Company quality procedures are practised in terms of simplicity as well as the discipline which help the company for value creation for their customers. For example, the company uses the same type of aircraft for its passengers due to which they do not have to provide extra training to their staff along with this they do not have to keep a large amount of money for the maintenance of the aircraft and from this department they can reduce the cost.

Along with this, the best culture is provided to the staff, so they could perform their duty without any problem. Discipline is also maintained in the industry and the performance of the staff is also occasionally checked because the performance of the employees can affect the performance of the organization. By following these simple procedures and practices the company is achieving its objective of providing the best services to its customers in the low budget.

2.1.3 Conclusion:

The author has conducted the study by using the case study approach. As in this specific type of method in-depth information is searched and collected from several different ways then linked together for concluding the results. The author has conducted the interview with four different managers of the company of the relevant field to know that how the company is creating value through its operations. But this is not adequate for the whole research. The author could have conducted the interview with the other employees of the company as well to know that how well the gathered information is.

The sample size of the study is too short. Along with this, the author has not described the methods or criteria which he has used for the evaluation of the data. The research objective and the purpose of the research was not stated clearly in the paper. The important questions which the author has

used were not stated in the paper. Along with this, the author has not described the important questions related to the research. All these factors have combined effect that decrease the usefulness of the paper.

Article 2: Property investor behaviour: a qualitative analysis of a very large transaction

2.1.4 Introduction

The aim that based on the subjective assumptions for the targeted objectives in this study included as the strategically interventions relate to decision making in the context of income property. The financial metrics that are covered in the previous studies are subjectively focused by the authors in this study to cover the empirical aspects of analytical conventions for the qualitative analysis. It has been exhibited that most of the property transactions that are considered in this study are uniquely confined on the policies of Government's structures in the economic frames and the concern of decision making to reveal the understandings of investments constraints (Peter, et al., 2013).

The concerning objectives that are being established and practising in the common investments targets for varying the contextual measures of sales in property within physical and judicial implications are included in the study. It has been targeted that most significant aspect of theological incidence developed in the process of bidding and important financing strategies are included in this potential scheme of bidding. The study concentrated on the role of property appraisals including the processes of investment and growth of the industry. It has been considered that empirical findings are based on the analysis of discussions that are covered by the qualitative data analysis approaches.

Research target

The research is comprised to address the behavioural incidences of property investment under the decision making with ongoing transactions at the micro level. It has been considered that most evident approach in recognizing the significance of financing and decision making for the property companies are focused in this study.

The complexity of secure transactions is based on the elementary portfolio is subjected to the conventional streams of decision making processes included in the study.

The problem statement and the precise objective or address of the problem statement are not cleared in the study. The empirical studies are based on the evidence and reflect them to the point problem statement that authors wanted to describe or address in the detail. The conventional significances are based on the encouraging outcomes for the themes of the study were not clear. The approach towards the analysis was also not confined and the authors were unable to establish the regime of sub-processes that are being involved in the context of decision making. The overall repetition of technical terms exhibit sort of confusion that how and when authors want to reflect their point of view in research.

Research Design

The research design of the study was comprised on the qualitative study design in which the interviews were conducted from the companies that are involved in the bidding of property transactions in the Swedish groups. The interview sessions based on the persons who have been involved in the winning of the bid and one of the person served as team leader in the working project. The team leader was also responsible for the financial matters and preparatory works and the second person was responsible to look after the sub-team working in the aspect of the transaction. It has been considered that most significant approach in the study design was to explore the diverse views in the transactions related to property bids by including the substantial metrics for overwhelming the decision-making aspect in the financing.

The CEO of Areim company was also selected for the interview session and that is the company of small sector deals in property matters under the bidding processes. It was established in the interview sessions that matter of privacy was focused in the study and all interview sessions were conducted in the offices of respective representatives of the companies and the two or three authors were present to take the interviews. The purpose of this study design was to meet the subject of qualitative analysis.

Conceptual Framework

The conceptual framework of the study was subjected to the integration of qualitative research approach through which the implications of study designs were established to focus on the problem statement. The conceptual framework was dependent on the elements of trustworthiness as the number of participants included for the interviews were exhibited with honesty and integrity to include their point of views in the study metrics. It has been included in the criteria of reliability and validity to cover the extents of experiences and impressions that were subjected to the participation of contributors. The essence of an actual and true picture of views was included in the study.

The aim of the study was concisely addressed with the terms of each narration through which the flow of study should be maintained in essential norms of judging and privileges of accounts information that is associated with the participants of the study. The use of advanced tools was also considered in the conceptual framework of study and it was essentially reviewed in the perceptions of positive and negative incidences.

Research Techniques and Approaches

The overall techniques and approaches that are used in this study were appropriate and the focus of the study consisted of the structural idealization of conceptual metrics involved in qualitative studies. The theme of the study as described by the authors was uniformly coincide with the current approaches of strategically incidences and the whole study was demonstrated under the conceptual acquisition of scaling. The most efficient and effective aspect used in the considered approaches was a requirement of the potential attributes of interviews session that was included with the recognition of qualitative study design approach.

The advanced measures that are being established in the traditional implications of qualitative analysis were compared by the previous studies as well. In this context, the study was more conducive to establish the working streams of considered companies. This approach significantly marked as more associated with the impact of collaborative integrations in qualitative analysis. The arguments about the conventions of property transaction and magnitude of relational modelling were also being considered in the approach of study design. The characteristics of selecting members for interview were based on the invested integrals to follow the process of preparing extents in selected companies for the interviews.

Data Collection methods

The data collection method was the interviews that were started in the autumn of the year 2011. The selected persons for interviews were the members of active societies related to the property investments and transactions. The interviewee was from the companies as AP-faster, Areim that are the small companies which are involved in the dealing of transactions under the property insights.

The interview sessions were conducted by the two to three members of researchers or authors and they were subjected to ask specific and to the point questions regarding problem statement.

The place of the sessions was the office of selected persons and they could speak openly without any hesitation or bondages. Authors informed the interviewees that information based on the slip of tongue will not be included in the study as well as it will not be published by this study.

The justification for the data collection approaches

The property market analysis techniques were included at time of data collection and it was subjected that most considering the aspect of covering the techniques of literature review and practical experience of the researchers confined to select the data collection techniques. After the ending of interview sessions, the authors collected the impressions of interviews and noted the impressions with a concentration of analytical essence. It was administered that most contextual parts of understanding material were established in the transcript of the interviews. Each of the researchers took exclusive interest to analyze the interview session extensively and then subjected it to the phase of final selection of analysis. The initials of the results of each session were compared in the suggestive metrics.

The relaxed and easy environment made sure by the researchers and at the end of each session, it was admitted by the interviewees that all information that is selected for the publication must be approved by them. There is no any content of information is published in the study that has not been marked by the interviewees.

The overall data collection method was comprised on the approaches of unstructured and semi-structured interviews respectively and it was focused on the study to converge the gaps of behavioural streams of respondents at the time of storytelling.

The interview Guide was prepared before each session and main areas of interest that were targeted for address were encircled by the pointer. The guide was comprised of the sources of web-based on transactions of documents and the media that was related to the audit reports of the companies under the Swedish National Audit Office. The data was transformed into two main categories as discussion and the qualitative study indexing.

Methods are justified:

The methods that used for the data collection are justified as these methods critically comprised on each essence of research perspective and all ethical considerations were fulfilled by the authors/researchers to include the information from the interview sessions. The structural approaches that participated in the study metrics were collectively compared with the previous studies to maximize the content of justification in the context of data collection and data selection for the publication. The conformational linkages through literature and web sources were also used to validate the significance of used approaches in the data collection.

A different approach for the study

The study can be performed in the other ways as well by including the comparative approach as quantitating and qualitative. The comparative approach is the most reliable approach in such type of studies in which the data is based on the information of economic frames.

It has been suggested that interviews can be taken from more than the selected persons and may include the other companies of property transactions that are commercially or at large scale dealing in Sweden about this subject. It can also be done by using the approach online surveys from the websites of companies that used to hare their collective information about the property transactions for the record of revenues in annual reports or newsletters.

Limitations of the study

The limitations of the study are discussed, and it has been suggested as the analysis was performed on the property transaction only it was not designed to include the factors, issues, aspects and relative models that are being used in the studies of these type of analysis. The number of selected persons for interviews is very small it could be increased by introducing more companies in this

aspect to address the problem statement. The time to include considering factors for the transaction was very tight and it could be increased by the increasing behaviour of the magnitude of each transaction flow. The overall study presented the general property market insights strategies for regulating the indexing. The potential of buyers' association was more than the invested significances of each transaction.

The material that is included in the study is very generic it cannot be statistically replicated to produce any other study from this information. The structure of the article was designed to address the problem statement in very precise manners without exploring the extents of remarkable measures in each episode of the study.

2.1.5 Conclusion

The overall population and sample size selected in the study was reasonable however it can become more strong study if the participants were included in the greater number.

The researchers were not sufficiently presented the evidence of measurements in error and control aspects. Their number of technical and specific measures are left that should be addressed and covered by the researchers in the design of the study. It has been reflected that there are no any conventional statistical tests are used to address the data values.

In the context of delivering attention to validity and reliability researchers were used the attention to sufficient extent however it could be increased by using some recognized tests and tools to express the validity in more expressive concept. It has been exhibited that the gross information in the step of data validation was entirely general it was not used in the testify metrics for the appropriate validation convention to include the aggressive insights of selected values of transactions.

3. Assignment 3

Reflective Analysis

I have gained awareness about a lot of things in this module, ‘Qualitative Research (SBPD7002_LON)’ and learned a lot of things by listening lectures, reading notes and books and participating in classroom activities. The teachers have used soft tone and remained cooperative while delivering lectures and important lessons to the class, and every query has been answered by them on time. Their notes have proved to be very concise and precise. My class fellows have shown great teamwork during group works or activities. I have also made new friends. What I have found somewhat irritating is that the administration has not proved itself to be so much effective as it should have due to their negligence in the management of lectures occasionally. I have become greatly impressed by this module and decided that I would always adopt this qualitative research in my future research studies because it has the following attractive features which I find the most suitable for my upcoming doctoral research examinations:

I will conduct this research to find the contextual interpretations of a topic for finding the plausibility of those interpretations of my findings. I think whether it is the physical environment or mental environment of the candidates selected through sampling, their research context decides about the upcoming results and owing to the change of their context like mental unease resulting from some panic attacks, the individual variations can be observed in group discussions, surveys or in-depth interviews.

Another unique thing for me is that the meanings are derived in a special way in this research. The results are not the only source from which meanings can be derived. The various variables determine the extent of the reliability of the findings or results and these factors are context, language, the impact of the participant and researcher relationship, the potential for the biasedness of a researcher and the potential partiality of that participant as well.

I have observed that researcher plays a very important role in data gathering as the central instrument of the qualitative research. It depends upon these researchers that how much intimacy must be shown for the participants which can affect positively for drawing accurate results from the analysis in this type of research. I believe that the rate of comfort and ease which is given to the participants by such researchers determines the degree of reliable results due to the creation of

an in-depth understanding between the researchers and participants. But I have noted, despite these things, the researchers' rate of objectivity and unbiased manner are also very important for gaining accurate answers from the participants of this research.

I have come to know that the relationship between participants and researchers affect the findings of the analysis also by the formation and following of these conscious and unconscious conventions of speech between the researchers and their participants which are found responsible for shaping the reality of data being collected by qualitative researchers.

According to my perception, such researchers must be great active listeners and develop a rapport relationship with their participants for making the analysis successful. Other talents are good analytical skills which are needed for them to have a good comprehension of the scattered data gathered from the participants. It is not easy to actively listen everyone for such a long time as compared to other research methods, but it is necessary to make the participant believe about this active listening of a researcher so that a very useful data about any sensitive topic or issue can be collected from that individual. The moods and feelings of the participants and researchers play a major role for data collection by the creation and maintenance of this research space of emotional as well as physical relief between them within this qualitative research method.

I like that there is much space for flexibility in this design of research. The observer of this research must be as flexible and neutral as can be to completely observe his or her participants' responses. The questions are not fixed, and these are general by nature, and further questions are developed according to the responses from those participants in the qualitative analysis.

I am very fond to address some issues which can be covered more accurately by this research as domestic violence, sexual violence and mental problems etc., and it is also helpful for addressing the issues of children of all ages, subcultural divisions and nonstandard groups. These complex topics cannot be addressed in quantitative or other forms of researchers because they need a deep understanding of the situation of the participant if that individual is a victim or a close observer of that offence. A researcher must grow his ethics up to that extent that the feeling of comfort can move the participant to go deep into the details and can play a role in the development of questions having more depth which can prove very effective and helpful for the research conclusion.

In this contemporary age, I feel that it is great to apply technology for such deep understanding of the analysis data as the mobile and other technological items which are being proved very productive in serving the purpose of qualitative research by giving more space to the participant for telling the details of such researcher's questions in a more comfortable and reliable manner so that more accurate conclusions can be drawn from the findings.

I also like the inductive research approach which is a kind of approach used for interpreting and analyzing multiple areas of data and identifying themes from all those sections of information. Those themes are based on the analysis of different documents, recorded, hand written and printed material etc. for creating a final product called a theory.

I am very happy that I have remained a part of this program for having an opportunity to learn these above-mentioned characteristics of this qualitative research. This is a great opportunity which I think every future researcher must avail if he wants to become a qualitative researcher. It is a unique strategy in comparison for putting light on so many different aspects of human life for knowing about the deep details of a situation which is different for different people.

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