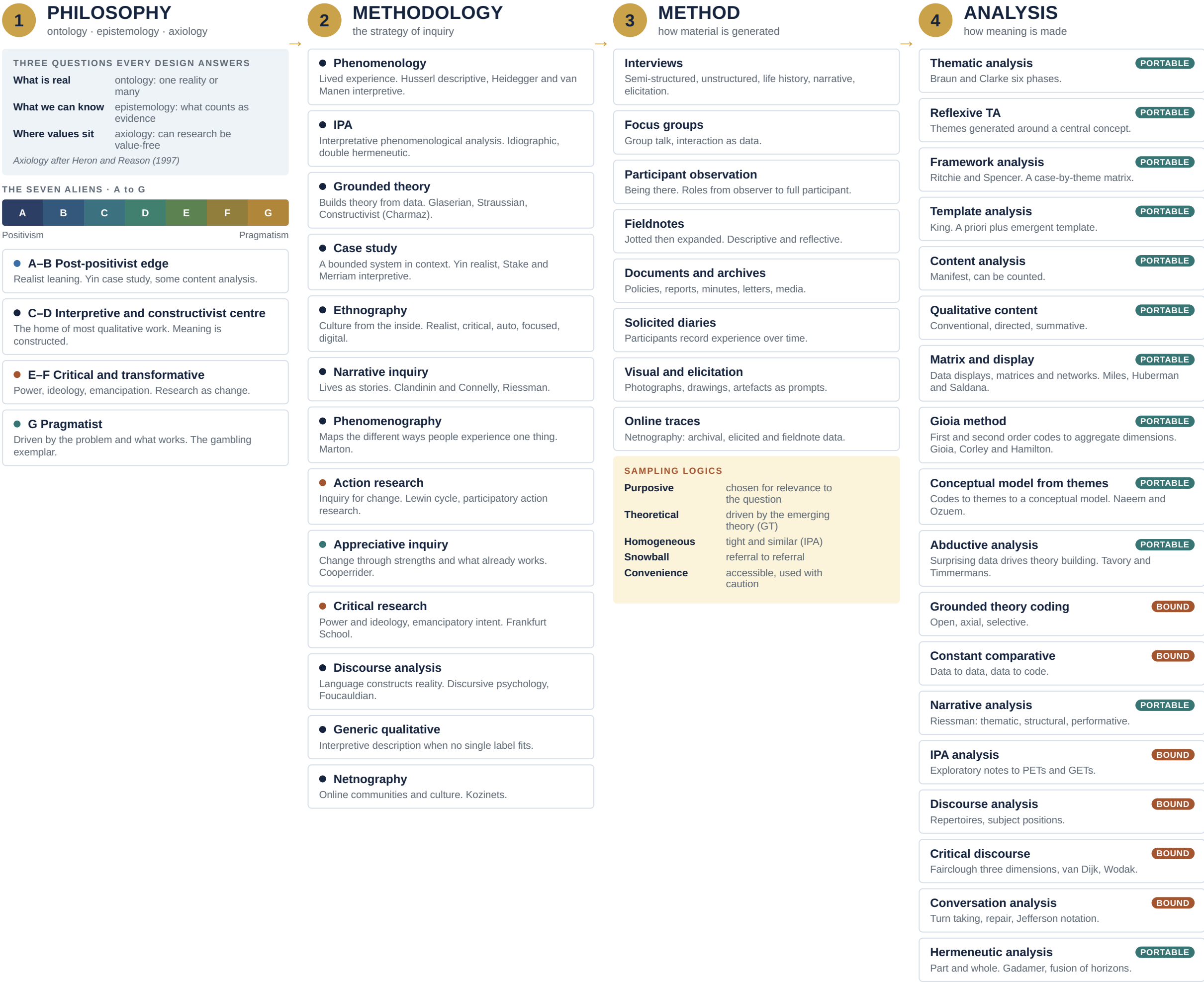




# THE QUALITATIVE RESEARCH UMBRELLA

Philosophy, methodology, method and analysis on one map

THE GOLDEN THREAD





# THE QUALITATIVE RESEARCH UMBRELLA

Extended approaches, keyed to the four columns

The umbrella shows the main families. This page extends each column toward the fuller set a doctoral study might draw on. It is a working guide, not the whole field.

| Methodology                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Method, data generation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <b>Phenomenology</b><br><b>Descriptive phenomenology.</b> Husserlian, bracketing, essences <i>Giorgi</i><br><b>Hermeneutic phenomenology.</b> Heideggerian, interpretive <i>van Manen</i><br><b>IPA.</b> idiographic, double hermeneutic <i>Smith, Flowers and Larkin</i><br><b>Grounded theory</b><br><b>Classic.</b> emergence, no forcing <i>Glaser</i><br><b>Straussian.</b> systematic coding, paradigm model <i>Strauss and Corbin</i><br><b>Constructivist.</b> co-constructed, reflexive <i>Charmaz</i><br><b>Situational analysis.</b> maps the whole situation <i>Clarke</i><br><b>Case and ethnography</b><br><b>Case study.</b> intrinsic, instrumental, collective <i>Stake; Yin</i><br><b>Ethnography.</b> realist, critical, focused <i>Hammersley and Atkinson</i><br><b>Autoethnography.</b> the self within a culture <i>Ellis</i><br><b>Institutional ethnography.</b> texts and ruling relations <i>D. Smith</i><br><b>Netnography.</b> online community and culture <i>Kozinets</i><br><b>Narrative and experience</b><br><b>Narrative inquiry.</b> lives as stories <i>Clandinin and Connelly</i><br><b>Life history and biography.</b> whole-life accounts<br><b>Phenomenography.</b> ways of experiencing one thing <i>Marton</i><br><b>Participatory and critical</b><br><b>Action research.</b> Lewin cycle, participatory <i>Reason and Bradbury</i><br><b>Cooperative inquiry.</b> research with not on people <i>Heron</i><br><b>Appreciative inquiry.</b> change through strengths <i>Cooperrider</i><br><b>Critical and emancipatory.</b> power and ideology <i>Frankfurt School</i><br><b>Other strategies</b><br><b>Generic qualitative.</b> interpretive description, no single label<br><b>Realist evaluation.</b> what works, for whom, why <i>Pawson and Tilley</i><br><b>Qualitative comparative analysis.</b> configurations across cases <i>Ragin</i><br><b>Documentary and historical.</b> records and archives over time | <b>Interviews</b><br><b>Structured to unstructured.</b> fixed through to open talk<br><b>Narrative and episodic.</b> whole story and single incident<br><b>Life history.</b> biographical sweep<br><b>Elite and expert.</b> senior or specialist informants<br><b>Online and asynchronous.</b> email, chat, forum<br><b>Photo-elicitation.</b> images prompt the talk<br><b>Groups and observation</b><br><b>Focus groups.</b> interaction as data <i>Krueger and Casey</i><br><b>Nominal group and world cafe.</b> structured group dialogue<br><b>Participant observation.</b> observer to full participant <i>Spradley</i><br><b>Shadowing and go-along.</b> follow people in place<br><b>Documents and elicitation</b><br><b>Solicited and unsolicited diaries.</b> experience over time<br><b>Documents, media, archives.</b> policy through to social media<br><b>Digital traces.</b> netnographic archival data<br><b>Drawing, objects, vignettes.</b> creative and projective prompts | <b>Thematic family</b><br><b>Reflexive TA.</b> themes as patterns of meaning <i>Braun and Clarke</i><br><b>Codebook and coding-reliability TA.</b> structured codebook, coders agree<br><b>Framework.</b> a case by theme matrix <i>Ritchie and Spencer</i><br><b>Template.</b> a priori plus emergent codes <i>King</i><br><b>Matrix and display.</b> matrices and networks <i>Miles, Huberman and Saldana</i><br><b>Theory building</b><br><b>Grounded theory coding.</b> open, axial, selective<br><b>Constant comparison.</b> data to data, data to code<br><b>Gioia method.</b> first and second order to dimensions <i>Gioia, Corley and Hamilton</i><br><b>Abductive analysis.</b> surprising data drives theory <i>Tavory and Timmermans</i><br><b>Conceptual model from themes.</b> themes built into a model <i>Naeem and Ozuem</i><br><b>Pattern matching and cross-case.</b> compare against expected patterns <i>Yin</i><br><b>Content and language</b><br><b>Content analysis.</b> manifest, can be counted <i>Krippendorff</i><br><b>Qualitative content.</b> conventional, directed, summative <i>Hsieh and Shannon</i><br><b>Narrative analysis.</b> thematic, structural, performative <i>Riessman</i><br><b>Discursive psychology.</b> repertoires and positions <i>Potter and Wetherell</i><br><b>Critical discourse analysis.</b> Fairclough, van Dijk, Wodak<br><b>Conversation analysis.</b> turn taking and repair <i>Sacks, Schegloff and Jefferson</i><br><b>Interpretive</b><br><b>IPA analysis.</b> notes to PETs and GETs<br><b>Hermeneutic analysis.</b> part and whole, fusion of horizons <i>Gadamer</i> |



Full sources for the authors named on the Qualitative Research Umbrella, grouped by the four columns of the map. References follow UK Harvard style.

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