



Considerations for Conducting Qualitative Research

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Where do I start?

Topics

- When is qualitative research appropriate?
- What are methodologies that fall within the realm of qualitative research?
- Data Collection
- Data Management
- Data Analysis
- Notable resources

When is Qualitative Research Helpful

When there is little known about a topic

- Little literature

- No clear concepts

- No theory

- Unique setting

When there is interest in more detailed explanations than quantitative alone may provide

When there are questions of “how” and/or “why” involved

When there is a “process” orientation to the research question

Methodologies

Qualitative Descriptive

Determines basic concepts or themes that emerge from the data

Grounded Theory

Goes beyond qualitative descriptive to develop theory by relating the concepts developed to one another, thus creating theoretical structure and understanding

Phenomenology

Helpful when one desires to best illuminate a lived experience

Ethnography

Embedding in a culture/situation to observe and note interactions. Usually for a more extended period

Data Collection

Data may be collected in various ways

- Extended one on one interviews

- Questionnaires

- Focus groups

- Observation

- Narrative analysis

Data Management

There are multiple programs for managing qualitative data.

NVIVO (I am experienced with this one)

MAXQDA

QDA Miner

Transana

Several others

Data Analysis

There are many methods for analyzing data. (I use Corbin & Strauss methods, but here are other good ones, Kathy Charmaz for example)

- Open Coding

 - Line by line analysis with the naming of concepts

 - Incident to incident comparison and contrast

 - Sorting of data into groups

 - As concepts or themes begin to encompass more concepts (higher level), they may be more abstractly named

 - Thematic or conceptual structures can be created

 - Axial coding – creating theory

Data Analysis (cont.)

Closed Coding

You may be trying to determine the degree to which your participants resonate with themes/concepts from your experience or from literature. You could analyze and mine your data to see if those pre-existing themes exist in your sample.

Resources

There are MANY excellent resources for your use, and you should not feel constrained by these recommendations. I have most experience with the following and have worked with Juliet Corbin. I also authored a small portion of the latest edition (2015) edition below. Full disclosure, I stand to gain nothing from your choice

Corbin, J., & Strauss, A. (2008). *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory* (3rd ed.). Thousand Oaks, CA: Sage

Corbin, J. M., & Strauss, A. L. (2015). *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory* (4th ed.). Thousand Oaks, CA: Sage publications.

Charmaz, K. (2014). *Constructing Grounded Theory* (2nd ed.). Sage Publications



Happy to Consult or Help in Anyway!

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