COLORADO TECHNICAL UNIVERSITY

2018 DOCTORAL SYMPOSIUM

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QUALITATIVE LAB WORKSHOP

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WORKSHOP GOALS

• DISCUSS KEY QUALITATIVE METHODS CHARACTERISTICS
• DISCUSS IDEAS, TOPICS, RESEARCH DESIGNS, DATA COLLECTION AND ANALYSIS PROCEDURE
Steps

- IDEA
- TOPIC
- Conduct a thorough Literature review - gap in literature
  - Draft your research questions which determines your methodology
  - Draft the purpose of the study which determines your research design
  - Data collection procedure
  - Data analysis procedure
Characteristics of Qualitative Methodology

- Flexible, elastic, capable of adjusting
- Merging together of various data collection strategies
- Holistic, understand the whole
- Research intensely involved
- Research to become the research instrument
- Requires ongoing analysis of data to formulate subsequent strategies and to determine when field work is done
(1) Ethnography: Focus on group of people’s culture

(2) Phenomenology: Focus on lived experiences

(3) Grounded Theory: Focus on theory formation

(4) Narrative Research: Based on stories

(5) Action Research: Designed to diagnose a problem or weakness of an institution/organization, etc

(6) Case study: single/multi-case study-real life issue of a particular organization/region

(7) Generic: Descriptive /exploratory: Falls into more than one of these designs
ETHNOGRAPHY

- **Focus**: the culture of a group of people
- **Assumption**: every human group evolves a culture that guides members' view of the world and the way they structure their experiences

At times referred to as “macroethnography” - able to study broadly defined cultures

At times referred to as “microethnography” – able to study cultures using a very narrow focus

- **Aim**: to learn from rather than study members of a cultural group
Ethnography Cont’d

- Extensive field work
- Typically labor intensive
- Time consuming

- Researcher as instrument - to study a culture it requires a certain level of intimacy – needs to be developed – become one within the culture
Ethnography Cont’d

- Three types of information:
  1. Cultural behavior
  2. Cultural artifacts
  3. Cultural speech

Sources of information – in-depth interviews, records, charts, observations and other types of physical evidence are used
**Phenomenology**

- Phenomenology is both philosophy and a research method.
- Purpose of this research method is to describe experiences as they are lived – to capture the "lived experience".
- Developed by Husserl & Heidegger – an approach to thinking about people’s life experiences.
Phenomenology Cont’d

**Philosophical Orientation**

- view the person as integral with the environment
- World is shaped by the self and also shapes the self
- The person is a self within a body
- Person is referred to as “embodied” – our bodies provide the possibility for the concrete actions of self in the world
- The body, the world and the concerns, unique to each person, are the “context” within which that person can be understood
- “being in time”
Phenomenology Cont’d

- A phenomenological researcher asks the question: “What is the essence of this phenomena as experienced by these people and what does it mean?”

**Assumption**: there is an “essence”
- an essential variant structure
- Investigates subjective phenomena
- Belief that truths about reality are grounded in peoples’ lived experiences
Phenomenology Cont’d

Two Schools of Thought:

(1) Descriptive phenomenology

(1) Interpretive phenomenology (hermeneutics)
Phenomenology Cont’d

- **Data sources:**
  - In-depth conversations
  - Researcher helps the participant to describe lived experiences without leading the discussion
  - Two or more interviews/conversations are needed
  - Usually small number of participants (ie. 10 or less)
  - May use participation observation
Methodological Interpretations Used:

(a) BRACKETING

(b) INTUITING
Grounded Theory

- Is an inductive research technique developed for health-related topics by Glaser & Strauss (1967)
- Emerged from the discipline of sociology
- “Grounded” – means the theory developed from the research is grounded or has its roots in the data from which it is/was derived
Grounded Theory Cont’d

**Methodology:**
- does not begin with a focused research question
- the question emerges from the data

- *fundamental structure feature* –
  - is the “data collection”
  - is the “data analysis”
  - Is the sampling of participants occurs simultaneously
  - This procedure is referred to as “**constant comparison**”
Grounded Theory Cont’d

- **Data Sources:**
  - in-depth interviews are most common
  - Observational methods
  - Existing documents

- Usually a sample of 25 to 50 informants

- Has contributed to the development of middle range nursing theories
Sampling in Qualitative Research

- Usually small, non-random samples
- Concern: measure attributes and relationships in a pop’n
- Need a representative sample

**Aim**: to discover meaning, uncover multiple realities, therefore generalization is not a guiding criteria
Sampling in Qualitative Research

**Types of sampling:**

1. Convenience sampling
2. Snowball sampling
3. Purposeful sampling – several strategies – maximum variation sampling, extreme/deviant case sampling, and typical case sampling
Sample Size

- No firm establishment of criteria or rules
- Should be determined on the basis of informational needs

- **Is largely a function of:**
  (a) the purpose of the inquiry
  (b) the quality of the informants
  (c) The type of sampling strategy used
Sample Size

- Guiding Principle is that of,

- **DATA SATURATION**: sampling to the point at which no new information is obtained and redundancy is achieved
Assessment of Qualitative Data

- Need to address validity and reliability
- Do the measures used by the researcher yield data reflecting the truth?

- Lincoln & Cuba (1985) – four criteria:
  1. Credibility
  2. Dependability
  3. Confirmability
  4. Transferability

(criteria for establishing “trustworthiness”)
Assessment of Qualitative Data

- **Credibility** – refers to confidence in the truth of the data

- Prolonged engagement
- Persistent observation
- Triangulation
- External checks – peer debriefing & member checks
- Researcher credibility
Assessment of Qualitative Data

- **Dependability** – refers to data stability over time and over conditions

- **Steps to approach:**
  
  (a) Stepwise replication
  
  (b) Inquiry audit
Assessment of Qualitative Data

- **Confirmability** – refers to the objectivity or neutrality of the data – what does that mean?
- **AUDIT TRAIL:**

- **Transferability** – refers to the extent to which the findings from the data can be transferred to other settings or groups = similar to the concept of generalizability
- **THICK DESCRIPTION:**