Choosing and using qualitative research tools

Dr Aceme Nyika
Head: Graduate Support
Department of Research and Innovation
University of Pretoria
Outline of presentation

• Overview of research designs and paradigms

• Qualitative research methods

• Research tools

• Data analysis

• Interpretation of results, answering the research question
What is research?
What is research?

• Research is a systematic search for factual information to answer a specific research question through systematic collection, analysis and interpretation of data.

• The aim of research may be to:

  1) Better understand specific natural phenomenon
  2) Better understand existing problem
  3) Find ways of controlling phenomenon/problem
  4) Improve or invent new products or ‘tools’ used in various fields
What is qualitative research?

Real life examples:
Microbicide trial
Malaria/Mosquito nets
Condoms
Grannies use condoms for arthritis pains

SOUTH AFRICA  Monday 23 September 2013 - 7:00am

September 23 - A group of Soweto grannies are challenging traditional health care remedies for arthritis. They've taken alternative medicine to another level - using a contraceptive as a painkiller, and at least one scientist believes they're on to somet Video. eNCA
SA elderly discard arthritis pills for condoms

Many seniors in South Africa believe that the lubricant oil on condoms helps alleviate arthritis-related pain, according to a report.

The elderly in South Africa are discarding pills for boxes of condoms in the belief that the lubricant oil on the latex helps alleviate arthritis-related pain, a daily reported.

They rub the condoms on the painful joints, and claim to feel instant relief, the Sowetan said.

"This oil is number one," Elizabeth Moyo told
Content/Structure of the Methodology Section/Chapter

1. Introduction and paradigm (linked to theoretical and conceptual frameworks)
2. Research design
   • Unit of analysis
3. Population and Sample
   • Population description
   • Sample – criteria for selection, size, sampling strategy
4. The research instrument
5. Procedure for data collection
6. Data analysis method
7. Interpretation of the data & interpretive lens
8. Limitations of the study (methodological)
9. Validity & reliability
Research Paradigms

Under which paradigm(s) does qualitative research fall?
Research Paradigms

• Positivism

• Post-positivism

• Interpretivism

• Constructivism

• Pragmatism
Research Approaches

Which one is used in qualitative research?
Deductive Research Approach

• Proposition of hypothesis or theory first

• Data collection and analysis

• Prove or disprove the hypothesis

• Very structured research process

• Big size of sample critical
Inductive Research Approach

• Data collection first

• Data analysis

• New theory or hypothesis proposed

• Not very structured

• Sample size can be relatively small
Abductive Research Approach

• Combines deductive and inductive approaches

• Sequential

• Parallel

• Multi-level / Iterative
Qualitative Research Designs

• Grounded theory
  o Open-ended questions

• Phenomenology
  o Open-ended questions: lived experiences

• Ethnography

• Content analysis
Samples and sampling techniques

What sampling techniques are you familiar with?
Types of Qualitative Sampling

• Purposive: fit for the intended purpose

• Convenience: feasibility

• Quota: some level of representativeness

• Snowball: one leads to the next one
Triangulation

1. Populations and samples

2. Data – different sources or types
   - Can include mixed within-paradigm data (Sarre & Moran-Ellis 2014)

3. Investigators

4. Research Designs/Methods
   - Can include mixed within-paradigm methods

5. Theory – bring different theoretical perspectives in for the analysis of data
Tools

Type of questions critical
Language issues
Tools

• Language and translation

• Interview

• Dialogue: be familiar with your tool

• About an hour: especially for PhD
# Types of Questions in Tools

<table>
<thead>
<tr>
<th>Open</th>
<th>Closed</th>
<th>Leading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cannot be answered with Yes/No</td>
<td>Yes/No</td>
<td>Answer aligned with the lead</td>
</tr>
<tr>
<td>Answers not bound</td>
<td>Answers limited</td>
<td>Answers suggested</td>
</tr>
<tr>
<td>Encourage conversation</td>
<td>Discourage conversation</td>
<td>Manipulative</td>
</tr>
<tr>
<td>For information</td>
<td>For confirmation</td>
<td>For manipulation</td>
</tr>
<tr>
<td>Views, perceptions, feelings, etc.</td>
<td>Facts</td>
<td>Manipulated ‘facts’</td>
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</tbody>
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Qualitative Data Analysis
Analysing qualitative data

• Transcribing

• Coding
  ➢ A priori coding
  ➢ In vivo/emergent coding

• Categories

• Themes
Use of software to analyse qualitative data

• Nvivo
• Atlas-ti
• MAXQDA, Etc.

• Researcher still has to be ‘immersed’ in the data
Saturation

• Coding/Data saturation

• Theoretical saturation
Saturation – no new codes generated

109 codes created during analysis

- 1 to 6: 80
- 7 to 12: 20
- 13 to 18: 5
- 19 to 24: 2
- 25 to 30: 2
- 31 to 36: 0

Guest, Bunce and Johnson, 2006
Interpreting and reporting results

- External Validity limited: transferability

- Context-specific

- Credibility (Internal Validity): detailed reporting

- Dependability (Reliability): triangulation
THANK YOU