

# MOTIWALA (NATIONAL) HOMOEOPATHIC MEDICAL COLLEGE AND HOSPITAL



# QUALITATIVE RESEARCH METHODS

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# RESEARCH

Research is a quest for knowledge through diligent search or investigation or experimentation aimed at the discovery and interpretation of new knowledge. (WHO)

- ▶ Research is an art of scientific investigation.

# CLASSIFICATION OF RESEARCH

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# TYPES OF RESEARCH MODELS

- ▶ In the discipline of research methodology, two approaches are followed:
- ▶ **Quantitative** and **Qualitative** approaches.
- ▶ The **Quantitative** approach is employed in scientific research or inquiry.
- ▶ The **Qualitative** researches are also equally important in area of education. It is used in historical and philosophical researches.

- *‘Qualitative Research...involves finding out what people think, and how they feel - or at any rate, what they say they think and how they say they feel. This kind of information is subjective. It involves feelings and impressions, rather than numbers’*
- Bellenger, Bernhardt and Goldstucker, Qualitative Research in Marketing, American Marketing Association

- **Qualitative** research is multimethod in focus, involving an interpretative, naturalistic approach to its subject matter.
- **Qualitative** Researchers study “things” (people and their thoughts) in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them.

▶ **QUALITATIVE** is a Subjective assessment of attitude, opinions and behavior based on group interviews, projective techniques depth interviews.

▶ In **Qualitative** research, the researcher need to particularly look at the **ethical issues** from the viewpoint of the respondents » And, in case of any potential 'harm' (psychological or otherwise), the researcher needs to spell out the mechanism to be put in place to deal with.

- ▶ **Structure** of a typical research proposal remains the same, irrespective of whether it is a quantitative or a qualitative study.
- ▶ Main **difference** between the research proposals for a quantitative or a qualitative study lies in the proposed procedures and methodologies to be used

- ▶ In qualitative studies, the statement of **objectives is not as precise** as in quantitative studies.
- ▶ It may simply mention an overall objective of the study, since the researcher will explore as much as possible as study progresses.

Since structured statements bind a researcher to a predetermined framework of exploration, they are not a preferred convention in qualitative research.


- ▶ Note: the **STRENGTH** of **qualitative** research is in flexibility of approach and ability to incorporate new ideas while collecting data

- ▶ In qualitative research, following type of statements are sufficient to communicate the intent of study objectives
- ▶ e.g. 'what does it mean to have a child with ADHD in the family?
- ▶ `how does it feel to be a victim of domestic violence?
- ▶ 'how do people cope with racial discrimination?
- ▶ 'the relationship between resilience and yoga

In qualitative studies, the study objectives can evolve right upto its conclusion (or even after its completion)

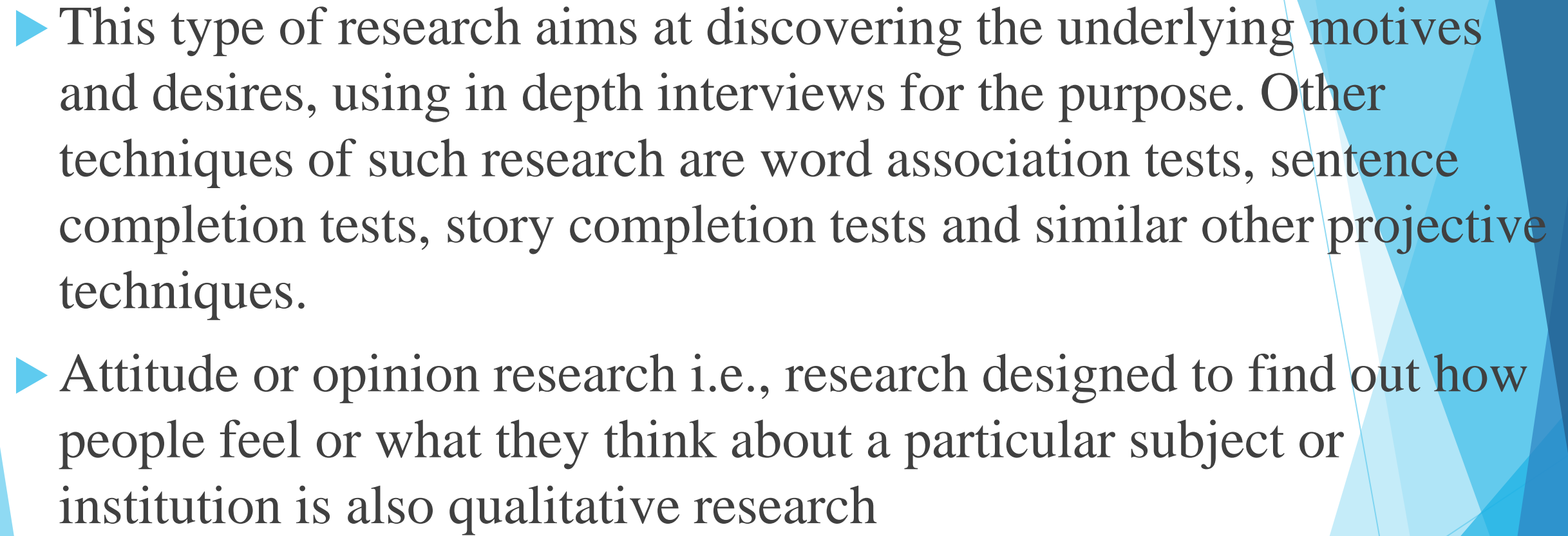
- ▶ For Qualitative studies: Specify the plan for analysing interviews (or observation) notes.
- ▶ Note: content analysis is one of the most commonly used technique to identify main themes.
- ▶ **Approaches to Content Analysis:**
- ▶ 1) From the field notes of the investigator, develop a framework » Then directly integrate that information with the theme structure (which has been evolved) When this method is adopted, researcher needs to be reasonably clear about the structure.
- ▶ **Note:** it does not mean that the researcher cannot develop the structure as the analysis progresses - However, a clear vision will be of immense help in slotting information gathered in the field by you into the write-up.

- ▶ 2) Transcribe the field notes over and over again to identify the main themes » These themes then become the basis of the researcher's write-up.
- ▶ 3) Computer programs such as NUD\*IST, Ethnograph, NVivo are specifically designed to handle descriptive data » These programs are based upon the principle of content analysis.

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- ▶ For qualitative studies, the main issues are identified during data collection and analysis stages should become the basis of developing chapters.
  - ▶ Next step is to organise the main themes under each issue and to develop a structure that will communicate your findings to readers.

# Quantitative vs. Qualitative:

- ▶ **Quantitative** research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity.
- ▶ **Qualitative** research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving **quality or kind**. For instance, when we are interested in investigating the reasons for human behaviour (i.e., why people think or do certain things), we quite often talk of '**Motivation Research**', an important type of qualitative research.

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- The background of the slide features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a modern, layered effect on the right side of the slide.
- ▶ This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose. Other techniques of such research are word association tests, sentence completion tests, story completion tests and similar other projective techniques.
  - ▶ Attitude or opinion research i.e., research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research

- ▶ Qualitative research is specially important in the behavioural sciences where the aim is to discover the underlying motives of human behaviour.
- ▶ Through such research we can analyse the various factors which motivate people to behave in a particular manner or which make people like or dislike a particular thing.
- ▶ Qualitative approach to research is concerned with subjective assessment of attitudes, opinions and behaviour.
- ▶ Research in such a situation is a function of researcher's insights and impressions.

# QUANTITATIVE VS. QUALITATIVE

## ✖ Quantitative

- 1 Numerical Data.
- 2 Data collection through standardized instruments.
- 3 Larger sample.(Random)
- 4 Data analysis through statistics.
- 5 Researcher strives to remain objectives detached.
- 6 Reality exists independently of observer.

## ✖ Qualitative

- 1 Text data.
- 2 Data collection through Interview, observation.
- 3 Smaller sample.(purposeful)
- 4 Data analysis through researchers interpretation of data.
- 5 Researcher strives to be aware of his/her values.
- 6 Researchers interacts with participants.

# TYPES OF QUALITATIVE RESEARCH

- ▶ HISTORICAL
- ▶ COMPARATIVE
- ▶ DESCRIPTIVE
- ▶ EVALUATION
- ▶ ACTION
- ▶ ETHNOGENIC
- ▶ CULTURAL
- ▶ IDENTITY POLITICS



- ***Ethnographic research* is a qualitative method where researchers observe and/or interact with a study's participants in their real-life environment.**
- Ethnography is used across a wide range of social sciences.
- Observing a group of children playing. ...
- Observing employees in a corporate office. ...
- Observing medical personnel in a high-volume hospital. ...
- Observing a high school classroom. ...
- Observing motorcycle riders.

# ETHNOGRAPHY

(ethno = people; graphy = writing)

Writing about people

Must be fluent in the language of the people we study

To study daily life over a long period of time (one to two years)

To establish mutual trust with a full range of local people

Usually stay in a specific location such as a village or a town



- **CREATIVE GROUPS:**
- **A form of group discussion**, often rather longer than standard (say 3 hours or more), and sometimes with more participants than the 'standard' eight. In these groups, a wide range of projective and enabling techniques may be applied.



## ***CONFLICT GROUPS:***

**Group** interests are generally the same but individual interest and goal may differ from person to person in a **group**. The result is **conflict**.

**Intragroup** – this refers to the conflict between one or more people in the same group or team.

**Intergroup** – these involve several different teams and are often difficult to handle without external support or preventative/corrective action.



## ▶ **PEER GROUPS:**

- ▶ **Definition:** A group of people with an age and social status similarly situated to you with whom you interact regularly. **Your classmates at school**



## ***IN-DEPTH INTERVIEWS:***

**It is an open-ended, discovery-oriented method to obtain detailed information about a topic from a stakeholder.**

Their goal is to explore in depth a respondent's point of view, experiences, feelings, and perspectives.



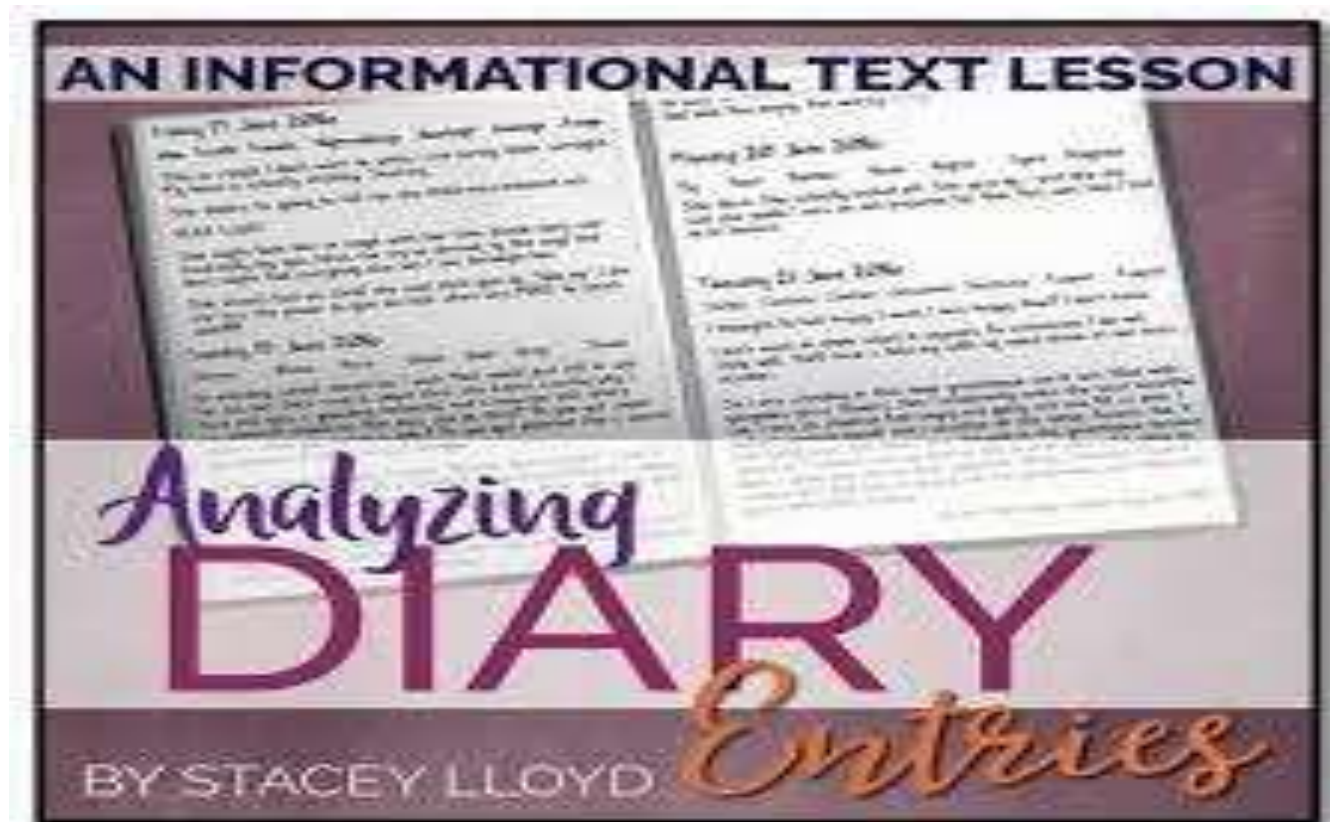
## ▶ ***FOCUS GROUP:***

- ▶ A focus group is a **research technique used to collect data through group interaction**. The group comprises a small number of carefully selected people who discuss a given topic. Focus groups are used to identify and explore how people think and behave, and they throw light on why, what and how questions.



## ***DIARY ANALYZING:***

Diary studies is a **research method that collects qualitative information by having participants record entries about their everyday lives in a log, diary or journal** about the activity or experience being studied. ... Diary studies are also known as experience sampling or ecological momentary assessment (EMA) methodology.



# Limitations of Qualitative Research

1 Marketing successes and failures are based on small differences in the marketing mix.

Qualitative research doesn't distinguish these differences as well as quantitative research can.

2 Not representative of the population that is of interest to the researcher

3 The multitude of individuals who, without formal training, profess to be experts in the field

# Popularity of Qualitative Research

- 1 Usually much cheaper than quantitative research
- 2 No better way than qualitative research to understand in-depth the motivations and feelings of consumers
- 3 Qualitative research can improve the efficiency and effectiveness of quantitative research

**THANK YOU**

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