

QUALITATIVE RESEARCH METHODS

Course No: 210



GE-UL: 10
Sem-II

- **What is qualitative research**

- Qualitative research is a market research method that focuses on obtaining data through open-ended and conversational communication. This method focuses on the “why” rather than the “what” people think about you.



- Let’s say you have an online shop that addresses a general audience. You do a demographic analysis and you find out that most of your customers are male. Naturally, you will want to find out *why* women are not buying from you. And that’s what a qualitative research will help you find out.

Quantitative vs. qualitative research

QUALITATIVE ANALYSIS VERSUS QUANTITATIVE ANALYSIS

Qualitative analysis	Quantitative analysis
It is a subjective analysis that is more concerned with non-statistical data that cannot be computed	It is an objective analysis that quantifies data
Typical data include color, gender, nationality, religion and many more	Typical data include measurable quantities such as length, size, weight, mass and many more
The analysis is used to understand why a certain phenomenon occurs	The analysis is concerned with how many or how much a certain phenomenon occurs
Sample is small and is non-representative of the entire population	The sample is large and can be generalized to cover the entire population
Interprets and understands social interactions	Test hypotheses and give future predictions
Research methodology is exploratory	Research methodology is often conclusive

Phenomenology:

- **Phenomenology:** attempts to understand or explain life experiences or phenomena;



Grounded theory

- **Grounded theory:** investigates the process, action, or interaction with the goal of developing a theory “grounded” in observations;



Ethnography:

- **Ethnography:** describes and interprets an ethnic, cultural, or social group;



Case study

- **Case study:** examines episodic events in a definable framework, develops in-depth analyses of single or multiple cases, generally explains “how”.



Types of qualitative research methods

- **One-on-one interviews**

- Conducting one-on-one interviews is one of the most common qualitative research methods. One of the advantages of this method is that it provides a great opportunity to gather precise data about what people think and their motivations.

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2. Focus groups

- Focus groups are another commonly used qualitative research method. **The ideal size of a focus group** is usually between five and eight participants. If the topic is of minor concern to participants, and if they have little experience with the topic, then a group size of 10 could be productive. But, as the topic becomes more important, if people have more expertise on the topic, or if they are likely to have strong feelings about the topic, then the group size should be restricted to five or six people.

3. Ethnographic research

- Ethnographic research is the most in-depth observational method that studies individuals in their naturally occurring environment. This method aims at understanding the cultures, challenges, motivations, and settings that occur. Ethnographic research requires the marketer to adapt to the target audiences' environments (a different organization, a different city, or even a remote location), which is why geographical constraints can be an issue while collecting data.
- This type of research can last from a few days to a few years. It's challenging and time-consuming and solely depends on the expertise of the marketer to be able to analyze, observe, and infer the data

4. Case study research

- The case study method has grown into a valuable qualitative research method. This type of research method is usually used in education or social sciences. Case study research may seem difficult to operate, but it's actually one of the simplest ways of conducting research as it involves a deep dive and thorough understanding of the data collection methods and inferring the data.



5. Record keeping

- Record keeping is similar to going to the library: you go over books or any other reference material to collect relevant data. This method uses already existing reliable documents and similar sources of information as a data source.



6. Qualitative observation

- Qualitative observation is a method that uses subjective methodologies to gather systematic information or data. This method deals with the five major sensory organs and their functioning, sight, smell, touch, taste, and hearing. Qualitative observation doesn't involve measurements or numbers but instead characteristics.

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Limitations of qualitative research

The disadvantages of qualitative research

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- **1. It's a time-consuming process**
- The main drawback of qualitative research is that the process is time-consuming. Another problem is that the interpretations are limited. Personal experience and knowledge influence observations and conclusions.
- Thus, a qualitative research might take several weeks or months. Also, since this process delves into personal interaction for data collection, discussions often tend to deviate from the main issue to be studied.



- **2. You can't verify the results of qualitative research**
- Because qualitative research is open-ended, participants have more control over the content of the data collected. So the marketer is not able to verify the results objectively against the scenarios stated by the respondents.

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- **3. It's a labor-intensive approach**
- Qualitative research requires a labor-intensive analysis process such as categorization, recoding, etc. Similarly, qualitative research requires well-experienced marketers to obtain the needed data from a group of respondents.



- **4. It's difficult to investigate causality**

- Qualitative research requires thoughtful planning to ensure the obtained results are accurate. There is no way to analyze qualitative data mathematically. This type of research is based more on opinion and judgment rather than results. Because all qualitative studies are unique they are difficult to replicate.

Ethics in Qualitative research

- Some important **ethical** concerns that should be taken into account while carrying out **qualitative research** are: anonymity, confidentiality and informed consent (22). ... The researcher must endeavor to minimize the possibility of intrusion into the autonomy of **study** participants by all means.

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Relationship between qualitative and quantitative research

- **Qualitative Research** is primarily exploratory **research**. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential **quantitative research**
- **Quantitative data** are measures of values or counts and are expressed as numbers. **Quantitative data** are **data** about numeric variables (e.g. how many; how much; or how often). **Qualitative data** are measures of 'types' and may be represented by a name, symbol, or a number code.
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Using a combination of **qualitative and quantitative data**

- Using a combination of **qualitative and quantitative data** can improve an evaluation by ensuring that the limitations of one type of **data** are balanced by the strengths of another. This will ensure that understanding is improved by integrating different ways of knowing.



What is triangulation in research?

- Triangulation is a method whereby data from at least three different perspectives (for example, teacher, students and observer) are collected on the same issue/event so that they can be cross-validated. Alternatively, three or more different kinds of data (for example video, interview and questionnaire) are collected on the same issue/event and used to shed light on each other.



What are the five ethics of research?

- **Each of these basic principles of research ethics is discussed in turn:**
- PRINCIPLE ONE: Minimising the risk of harm.
- PRINCIPLE TWO: Obtaining informed consent.
- PRINCIPLE THREE: Protecting anonymity and confidentiality.
- PRINCIPLE FOUR: Avoiding deceptive practices.
- PRINCIPLE FIVE: Providing the right to withdraw.
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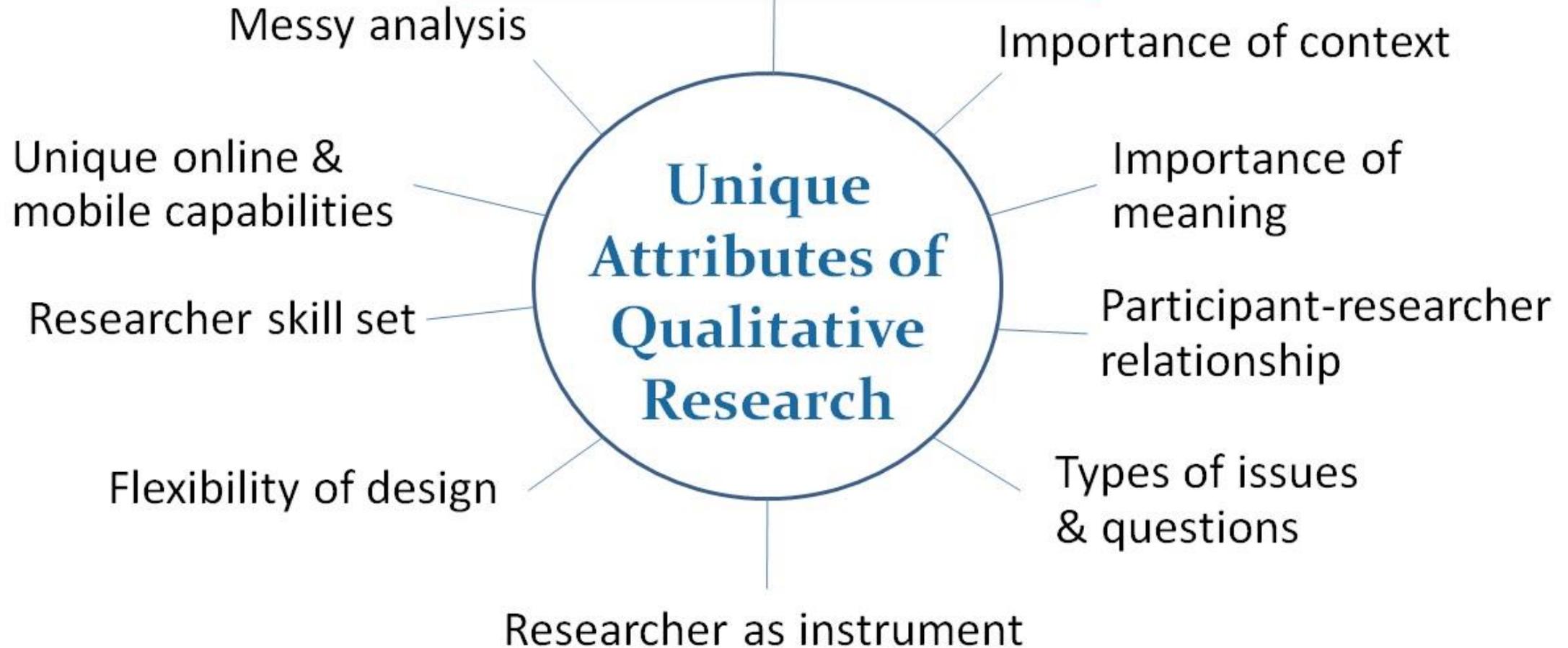


Unit 2

Qualitative Research Design



Absence of absolute “truth”



MAJOR TYPES OF QUALITATIVE RESEARCH DESIGNS

- Phenomenology - literally, the study of phenomena; describing situations or something that exists as part of our world
- Ethnography - the scientific study of human social phenomena and communities, involves the descriptive study of culture and people, traditions and norms as they are in specific geographical locations
 - Grounded theory - using empirical data without preconceived theories, involves the development of new theories by collecting and analysis of data about a phenomenon
- Case study - in-depth study of a particular situation or an intensive analysis of an individual unit

(Hancock, 1998)

Basic Qualitative Research Designs

- Case study



Comparative study

- **Comparative** study is used to determine and quantify relationships between two or more variables by observing different groups that either by choice or circumstances is exposed to different treatments. **Comparative** study looks at two or more similar groups, individuals, or conditions by comparing them.

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- **Prospective Study**

- A prospective study watches for outcomes, such as the development of a disease, during the study period and relates this to other factors such as suspected risk or protection factor(s). The study usually involves taking a cohort of subjects and watching them over a long period. The outcome of interest should be common; otherwise, the number of outcomes observed will be too small to be statistically meaningful (indistinguishable from those that may have arisen by chance). All efforts should be made to avoid sources of bias such as the loss of individuals to follow up during the study. Prospective studies usually have fewer potential sources of bias and confounding than retrospective studies.

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longitudinal Study

- A longitudinal study is an observational research method in which data is gathered for the same subjects repeatedly over a period of time. Longitudinal research projects can extend over years or even decades. In a longitudinal cohort study, the same individuals are observed over the study period.



Sampling Methods

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graph TD; A[Sampling Methods] --> B[Probability Sampling]; A --> C[Non-Probability Sampling]; B --> B1[1. Simple Random]; B --> B2[2. Systematic]; B --> B3[3. Stratified]; B --> B4[4. Cluster]; C --> C1[1. Convenience]; C --> C2[2. Quota]; C --> C3[3. Judgement]; C --> C4[4. Snowball];
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Probability Sampling

1. Simple Random
2. Systematic
3. Stratified
4. Cluster

Non-Probability Sampling

1. Convenience
2. Quota
3. Judgement
4. Snowball

Types of Sampling Methods

Probability Sampling

Probability sampling utilizes random sampling techniques to create a sample. This group of sampling methods give all the members of a population equal chances of being selected.

Types of Probability

Non-probability Sampling

It is a group of sampling techniques where the samples are collected in a way that does not give all the units in the population equal chances of being selected. Probability sampling does not involve random selection at all.

Types of Non-probability

- Theoretical sampling
- Theoretical sampling is a process of data collection for generating theory whereby the analyst jointly collects codes and analyses data and decides what data to collect next and where to find them, in order to develop a theory as it emerges

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Random Sampling

- In this method an equal probability of selection is
- assigned to each available unit of the population at the first and each
- subsequent draw



Purposive sampling,

- **Purposive sampling**, also known as judgmental, selective, or subjective **sampling**, is a form of non-probability **sampling** in which researchers rely on their own judgment when choosing members of the population to participate in their study.



Saturation

- Saturation denotes the point in the research process when no new concepts or further properties or dimensions of existing concepts emerge from data.



UNIT-3

Qualitative Research Methods

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Focused Interview

- Focused (Semi-structured) Interviews. In this method Interviewer focuses attention upon a given experience and its effects. This technique is used to collect qualitative data by setting up a situation (the interview) that allows a respondent the time and scope to talk about their opinions on a particular subject.

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Focus Group Interview

- Focus group interview is a tool for qualitative market research where a group of people are selected and asked about their opinion or perceptions about a particular topic. The environment is interactive where the participants are free to discuss with each other.



Semi-structured interview

- A **semi-structured interview** is a meeting in which the interviewer does not strictly follow a formalized list of questions. They will ask more open-ended questions, allowing for a discussion with the interviewee rather than a straightforward question and answer format.



Problem-centered interview

- The problem-centered interview (PZI) is a theory-generating method that tries to neutralize the alleged contradiction between being directed by theory or being open-minded so that the interplay of inductive and deductive thinking contributes to increasing the user's knowledge



Non-participant observation

- A non-participant observation is one where the researcher chooses not to play any part in what is being observed. An advantage of this is that it allows for a more objective view of what is occurring.



Participant observation

- Participant observation means the presence of the researcher in the field interacting with people and local events (this interaction can have multiple zoom levels).



Ethnography

- An **ethnography** is a specific kind of written observational science which provides an account of a particular culture, society, or community. The fieldwork usually involves spending a year or more in another society, living with the local people and learning about their ways of life.
- Wolcott (1999) defines ethnography as a description of “the customary social behaviors of an identifiable group of people”. Ethnography is often referred to as “culture writing,” and it refers to a type of documentation often employed by Anthropologists in their field work.