

Nutshell of Qualitative Research

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Qualitative Approach (Unstructured Approach)

- It is based on measurement of quantity or amount or numbers.
- It is a quantitative phenomenon .It is top down approach means from general to practical.
- It establish cause and effect relationships. It strives for generalizations.
- It depends on numerical evidence means it focuses on numbers or data or one reality or narrow area.
- The unstructured approach to inquiry is usually classified as qualitative research.

Mixed Method Approach (Triangulation Approach)

- The term “mixed methods” refers to an emergent methodology of research that advances the systematic integration, or “mixing,” of quantitative and qualitative data within a single investigation or sustained program of inquiry.
- Mixed methods research is a methodology for conducting research that involves collecting, analysing and integrating quantitative (e.g., experiments, surveys) and qualitative (e.g., focus groups, interviews) research.
- This approach to research is used when this integration provides a better understanding of the research problem than either of each alone.

Phenomenology

- Phenomenology is a broad discipline and method of inquiry in philosophy, developed largely by the German philosophers Edmund Husserl and Martin Heidegger, which is based on the premise that reality consists of objects and events ("phenomena") as they are perceived or understood in the human consciousness.
- Phenomenology is the study of structures of consciousness as experienced from the first-person point of view. The central structure of an experience is its intentionality, its being directed toward something, as it is an experience of or about some object.

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.
- This is the study of systematic recording of human cultures.
- The purpose of ethnographic research is to attempt to understand what is happening naturally in the setting and to interpret the data gathered to see what implications could be formed from the data.

Ethno-Methodology

- Ethnomethodology is the study of how social order is produced in and through processes of social interaction.
- It generally seeks to provide an alternative to mainstream sociological approaches. In its most radical form, it poses a challenge to the social sciences as a whole.
- Ethnomethodology is a perspective within sociology which focuses on the way people make sense of their everyday life.
- People are seen as rational actors, but employ practical reasoning rather than formal logic to make sense of and function in society.

Hermeneutic Research

- Hermeneutic research emphasizes subjective interpretations in the research of meanings of texts, art, culture, social phenomena and thinking.
- Thus, the strategy forms an opposite to those research strategies which stress objectivity and independence from interpretations in the formation of knowledge.
- The primary need of Hermeneutics is to determine and understand the meaning of Biblical text.
- The purpose of Hermeneutics is to bridge the gap between our minds and the minds of the Biblical writers through a thorough knowledge of the original languages, ancient history and the comparison of Scripture with Scripture.

Normative Research

- Normative research, generally speaking, seeks for prescriptive theories and patterns.
- Normative in the prescriptive sense has the antonym of "functional", which concerns itself with the way things work.
- Normative approaches deal with how things should be done. Functional approaches deal with how things are done.
- Normative research differs from descriptive studies because the target is not only to gather facts but also to point out in which respects the object of study can be improved.

Naturalistic Research

- Naturalistic research is a social science research method that involves researchers observing subjects of interest in their everyday .
- Naturalistic observation is a method that involves observing subjects in their natural environment. The goal is to look at behavior in a natural setting without intervention.

Philosophical Research

- Philosophical research is a qualitative type of research. Qualitative research is the collection of extensive narrative data on many variables over an extended period, in a naturalistic setting to gain insight not possible using other types of research.
- There are four main trends of research philosophy that are distinguished and discussed in the works by many authors: the positivist research philosophy, Interpretivist research philosophy, pragmatist research philosophy, and realistic research philosophy.

Historical Research

- Historical research studies the meaning of past events in an attempt to interpret the facts and explain the cause of events, and their effect in the present events.
- Historical research involves the review of written materials but many include oral documentation as well.
- Historical research relies on available data usually in the form of written narrative records of the past, diaries, letters, newspapers, minutes of meetings, reports etc

Archival Research

- Archival research is a type of research which involves seeking out and extracting evidence from archival records.
- Archival research is research involving primary sources held in an archives, a Special Collections library, or other repository.
- Archival sources can be manuscripts, documents, records (including electronic records), objects, sound and audio-visuals materials, or other materials.

Case-Study Research

- A case study is a research strategy and an empirical inquiry that investigates a phenomenon within its real-life context.
- Case studies are based on an in-depth investigation of a single individual, group or event to explore the causes of underlying principles.
- A case study is a research method common in social science. It is based on an in-depth investigation of a single individual, group, or event.
- Case studies may be descriptive or explanatory.

Grounded Theory

- The theory is “grounded” in actual data, which means the analysis and development of theories happens after you have collected the data.
- It was introduced by Glaser & Strauss in 1967 to legitimize qualitative research.
- Grounded theory is a systematic methodology in the social sciences involving the construction of theories through methodical gathering and analysis of data.

Narrative Research

- Narrative research describe the lives of individuals, collects stories about people's lives, write narratives of individual experiences.
- Narrative research aims to explore and conceptualize human experience as it is represented in textual form.
- Aiming for an in-depth exploration of the meanings people assign to their experiences, narrative researchers work with small samples of participants to obtain rich and free-ranging discourse.

Participatory Research

- Participatory action research is an approach to research in communities that emphasizes participation and action.
- It seeks to understand the world by trying to change it, collaboratively and following reflection.
- It emphasizes collective inquiry and experimentation grounded in experience and social history.
- Researchers work with members of a community to understand and resolve community problems, to empower community members, and to democratize research.

Biographical Research

- Biographical research is a qualitative research approach aligned to the social interpretive paradigm of research.
- The biographical research is concerned with the reconstruction of life histories and the constitution of meaning based on biographical narratives and documents.
- The biographical method is the collection and analysis of an intensive account of a whole life or portion of a life, usually by an in-depth, unstructured interview.

Content Analysis

- Content analysis is a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data (i.e. text).
- Using content analysis, researchers can quantify and analyse the presence, meanings and relationships of such certain words, themes, or concepts.
- Content analysis is a method for summarizing any form of content by counting various aspects of the content.
- This enables a more objective evaluation than comparing content based on the impressions of a listener.

Thematic Analysis

- Thematic analysis is one of the most common forms of analysis within qualitative research.
- It emphasizes identifying, analysing and interpreting patterns of meaning within qualitative data.
- Thematic analysis is used in qualitative research and focuses on examining themes or patterns of meaning within data.
- This method can emphasize both organization and rich description of the data set and theoretically informed interpretation of meaning.

Meta-Analysis

- Analysis of analysis is meta analysis
- Meta-analysis is the statistical procedure for combining data from multiple studies. When the treatment effect (or effect size) is consistent from one study to the next, meta-analysis can be used to identify this common effect.

Conversational Analysis

- Conversation analysis (CA) is an approach to the study of social interaction, embracing both verbal and non-verbal conduct, in situations of everyday life.

Discourse Analysis

- The every act of communication can count as an example of discourse, some scholars have broken discourse down into four primary types: argument, narration, description, and exposition.
- Discourse analysis aims to perceive and categorize various meaning-making processes, networks and practices from the data.

Critical-Discourse Analysis

- Critical discourse analysis (CDA) is an interdisciplinary approach to the study of discourse, or put simply talk and text, that views language as a form of social practice.
- Critical discourse analysis is a methodology that enables a vigorous assessment of what is meant when language is used to describe and explain.
- There is a proliferation of terms within critical discourse analysis which is reflective of the various influences in the development of the methodology.

Rhetorical Analysis

- Rhetoric is the study of how writers and speakers use words to influence an audience.
- A rhetorical analysis is an essay that breaks a work of non-fiction into parts and then explains how the parts work together to create a certain effect—whether to persuade, entertain or inform.
- The goal of a rhetorical analysis is to articulate HOW the author writes, rather than WHAT they actually wrote.

Netnographic Analysis

- Netnography is simply an extension of ethnography. Ethnography is defined as "the study and systematic recording of human cultures; also: a descriptive work produced from such research".
- Netnography utilizes various online tools such as targeted forums, focus chat rooms, blogs, etc. to reach its subjects.
- These tools are set up and monitored by the researcher whom can direct or redirect the dialogue according to the specifications of the client.

One-Time Research

- It is confined to a single time period.
- One time research is a kind of research that is carried out over a single time period.
- e.g. Population Researches one time research

Short-Term Research

- The short-term occurring over or involving a relatively short period of time.
- It is of, relating to, or constituting a financial operation or obligation based on a brief term and especially one of less than a year or generated by assets held for less than six months.

References

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Thank you