THE A - Z OF QUALITATIVE RESEARCH

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Let’s make the qualitative journey we embark on as students and researchers as smooth as possible!

This seminar is designed to orient you towards thinking about how you use qualitative research more effectively and creatively.

Many thanks to the Griffith Social and Behavioural Research College for giving me the opportunity to present these two seminars.
ABOUT ME

Academic

- Degrees in sociology, aboriginal studies and organisational studies.
- Written over 80 academic papers (journal articles, conference papers and works in progress) including two books and 10 book chapters, (most of which involve qualitative methods), and 15 consulting papers/trade journal papers.
- In 2000, wrote and taught the first qualitative methods course offered in an Australian business school (UQ Business School).
- Internationally recognised qualitative expert through publications, board membership, journal reviewing, and citations.
- Finalist for Academy of Management Meeting Dexter Award (only one other Australian has been nominated for this award)
- Emerald citation awards
Research focus

- Influenced by classical sociological theory and practice - Durkheim, Marx, Elias, Frankfurt School, Chicago School, Goffman, Habermas, Becker, Whyte, R.W. Connell, Dorothy Smith,
- Also influenced by Anthropological theory and practice - Agar,
- Content focus - sociology of work and organisations, sociology of sport and leisure, Sociology of gender, space, time, and boundaries, work-life intensity, creative lives and identities, culture (at work), reward strategies (recognition and awards).
ABOUT ME CONT...

- **Personal**
  - Curious about people and the stories they tell
  - Enjoy creative writing
  - Avid people watcher and collector of observations
  - Can be invisible and blend into the crowd
  - Naivety, innocence and not “over thinking” fieldwork
  - Rewards are non-monetary or egotistic
  - Extreme “blink” factor and pattern matching skills
  - Previous professional/work experience developed observation skills, especially in extreme and challenging circumstances.
**ENOUGH ABOUT ME...LETS TALK ABOUT YOU...**

- Why are you using qualitative methods?
- What is your knowledge base?
- How much does your supervisor know (really)?
- What are the personal attributes you can draw upon?
THE QUALITATIVE “BIG 5”

1. Imagining - curiosity, passion, trigger event or information
2. Focusing - academic processes including literature searches and problematising topic
3. Creating - collecting and making your data
4. Sense-making - sorting and analysing your data
5. Communicating - writing, speaking and visualising the end result
- Anselm Strauss (see grounded theory)
- Action Research
- Axial Coding
- Autoethnography
Bias
Howard Becker
- Coding
- Categories
- Concepts
- Chunking data
- CAQDAS
- Content analysis
- Constructivism
- Confirmability
- Critical theory
- Dependability
- Discourse Analysis
Ethnography
Etic vs. Emic
Carole Ellis
Ethnomethodology
Field notes
Focus Group
Feminism
GROUND

- Grounded theory
- Glaser and Strauss
- Guba and Lincoln
- Gatekeepers
- Going “Native”
Elaine Hollensbe
Hermeneutics
- Interpretivism
- Interviews (see in-depth, focus, group)
- Informant
Valerie Janesick
Glen Kreiner (see Hollensbe)
John and Lyn Lofland
Let’s take a break
Miles and Huberman

Mixed Methods
- NUD*IST
- NIVO 9
On-line qualitative research
Outliers
Purposive Sampling
Participant observation
Phenomenology
Phenomenography
Patton
Lyn and Tom Richards
Research roles (see Gold)
Reflexivity
- Snowball Sampling (see also convenience sampling)
- Semiotics
- Sense-making
- Theoretical sampling
- Thick vs. Thin data
- Theoretical saturation
- Tearoom Trade
- Transcribing (See Pacific Solutions and Freelancer.com)
Unitising data
- Verstehen
- Verification
- Visual methods
William Whyte - Participatory Action Research
The X-Factor
Yellow data
Z

- Zygmont Bauman
WHERE TO FROM HERE?

- Start a reading/interest group
- Latest qualitative research alert
- Conference/seminar series
- Individual coaching service
- Supervisor training/support
- Technical training support