Qualitative Methods

Research Design: Qualitative Approaches
- Narrative research
- Phenomenology
- Ethnography
- Grounded Theory
- Case Study

Qualitative Research: Paradigms and Worldviews
- The assumptions researchers make about the social world reflect the particular stance researchers make in the way they go about doing research.
- These assumptions inform qualitative research and shape the practice of research.
Postpositivism
Interpretivism/social constructionism
Advocacy/participatory
Feminism

Interpretive Communities
Postivism
Postmodernism
Critical theory

Characteristics of Qualitative Research
Natural setting
Researcher as key instrument
Multiple sources of data
Inductive data analysis
Participants' meanings
Theoretical lens
Interpretive inquiry

When is the best time to use Qualitative Research?
When a problem or issue needs exploring
A need to study a group or community that is difficult to access
Identification of variables that can be measured
When a very complex and detailed understanding of an issue is needed.
Is qualitative research for you?

- Are you really interested in all kinds of people?
- Are you passionate about digging deep into people's lives?
- Are you able to engage with and understand diverse perspectives?
- Are you comfortable with the idea of using qualitative methods in your research?
- Are you comfortable with the idea of using statistical methods in your research?