

Choosing and using qualitative research tools

Dr Aceme Nyika

Head: Graduate Support

Department of Research and Innovation

University of Pretoria

Outline of presentation

- Overview of research designs and paradigms
- Qualitative research methods
- Research tools
- Data analysis
- Interpretation of results, answering the research question

What is research?

What is research?

- Research is a systematic search for factual information to answer a specific research question through systematic collection, analysis and interpretation of data
- The aim of research may be to:
 - 1) Better understand specific natural phenomenon**
 - 2) Better understand existing problem**
 - 3) Find ways of controlling phenomenon/problem**
 - 4) Improve or invent new products or 'tools' used in various fields**

What is qualitative research?

Real life examples:

Microbicide trial

Malaria/Mosquito nets

Condoms



Comments

Grannies use condoms for arthritis pains

SOUTH AFRICA Monday 23 September 2013 - 7:00am



September 23 - A group of Soweto grannies are challenging traditional health care remedies for arthritis. They've taken alternative medicine to another level - using a contraceptive as a painkiller, and at least one scientist believes they're on to somet Video: eNCA

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*T&Cs apply

TRENDING

- 1 LIVE VIDEO: Foundations dialogue on national crises in SA
- 2 WATCH: Court orders Zuma to provide reasons for cabinet reshuffle
- 3 Bulk carrier in multi million rand crash at Durban harbour
- 4 House passes Obamacare repeal in tight vote
- 5 Inaugural National Dialogue Initiative

FULL COVERAGE

News Stream

UPDATED 09 NOVEMBER 2016

SA elderly discard arthritis pills for condoms

Many seniors in South Africa believe that the lubricant oil on condoms helps alleviate arthritis-related pain, according to a report.



The elderly in South Africa are discarding pills for boxes of condoms in the belief that the lubricant oil on the latex helps alleviate arthritis-related pain, a daily reported.

They rub the condoms on the painful joints, and claim to feel instant relief, the Sowetan said.

"This oil is number one," Elizabeth Moyo told



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Cinnarizine

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Content/Structure of the Methodology Section/Chapter

1. Introduction and paradigm (linked to theoretical and conceptual frameworks)
2. Research design
 - Unit of analysis
3. Population and Sample
 - Population description
 - Sample – criteria for selection, size, sampling strategy
4. The research instrument
5. Procedure for data collection
6. Data analysis method
7. Interpretation of the data & interpretive lens
8. Limitations of the study (methodological)
9. Validity & reliability

Research Paradigms

Under which paradigm(s) does qualitative research fall?

Research Paradigms

- Positivism
- Post-positivism
- Interpretivism
- Constructivism
- Pragmatism

Research Approaches

Which one is used in qualitative research?

Deductive Research Approach

- Proposition of hypothesis or theory first
- Data collection and analysis
- Prove or disprove the hypothesis
- Very structured research process
- Big size of sample critical

Inductive Research Approach

- Data collection first
- Data analysis
- New theory or hypothesis proposed
- Not very structured
- Sample size can be relatively small

Abductive Research Approach

- Combines deductive and inductive approaches
- Sequential
- Parallel
- Multi-level / Iterative

Qualitative Research Designs

- **Grounded theory**
 - Open-ended questions
- **Phenomenology**
 - Open-ended questions: lived experiences
- **Ethnography**
- **Content analysis**

Samples and sampling techniques

What sampling techniques are you familiar with?

Types of Qualitative Sampling

- Purposive: fit for the intended purpose
- Convenience: feasibility
- Quota: some level of representativeness
- Snowball: one leads to the next one

Triangulation

1. Populations and samples
2. Data – different sources or types
 - Can include mixed within-paradigm data (Sarre & Moran-Ellis 2014)
3. Investigators
4. Research Designs/Methods
 - Can include mixed within-paradigm methods
5. Theory – bring different theoretical perspectives in for the analysis of data

Tools

Type of questions critical

Language issues

Tools

- Language and translation
- Interview
- Dialogue: be familiar with your tool
- About an hour: especially for PhD

Types of Questions in Tools

Open	Closed	Leading
Cannot be answered with Yes/No	Yes/No	Answer aligned with the lead
Answers not bound	Answers limited	Answers suggested
Encourage conversation	Discourage conversation	Manipulative
For information	For confirmation	For manipulation
Views, perceptions, feelings, etc.	Facts	Manipulated 'facts'

Qualitative Data Analysis

Analysing qualitative data

- Transcribing
- Coding
 - A priori coding
 - In vivo/emergent coding
- Categories
- Themes

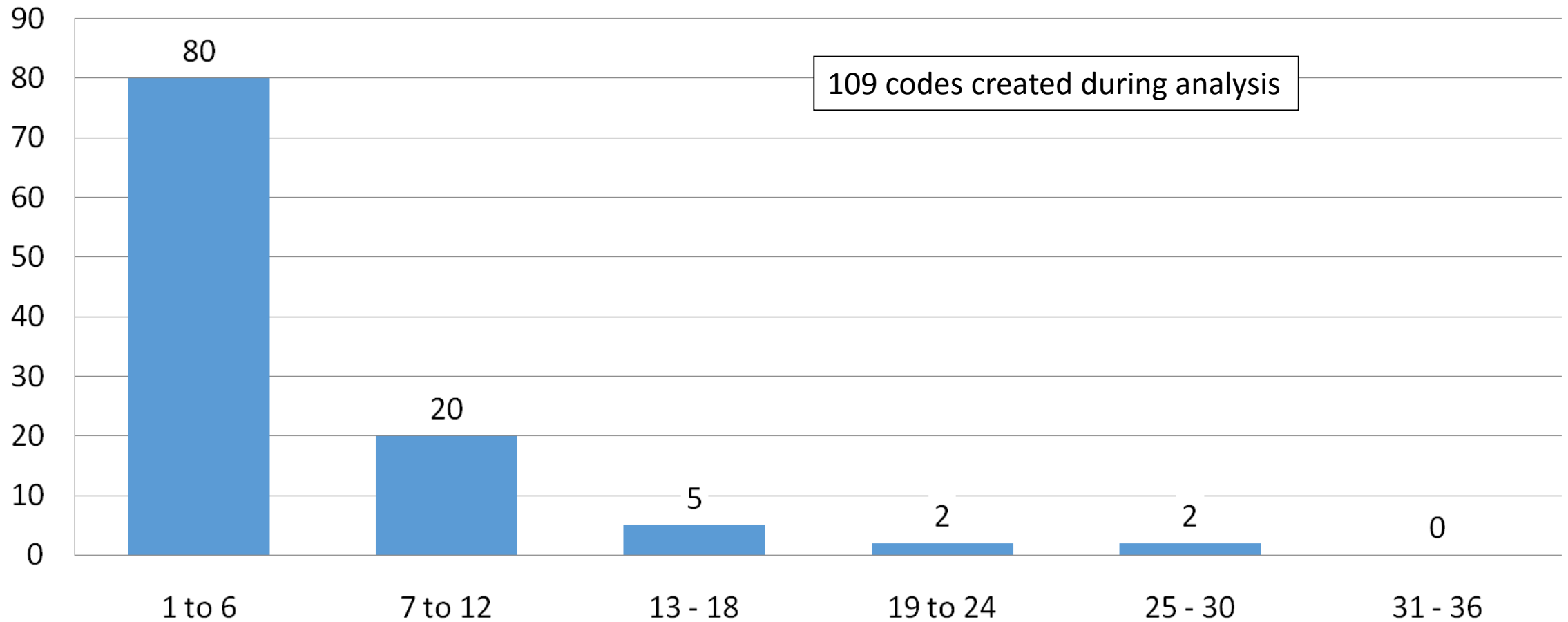
Use of software to analyse qualitative data

- Nvivo
- Atlas-ti
- MAXQDA, Etc.
- **Researcher still has to be ‘immersed’ in the data**

Saturation

- **Coding/Data saturation**
- **Theoretical saturation**

Saturation – no new codes generated



Guest, Bunce and Johnson, 2006

Interpreting and reporting results

- External Validity limited: transferability
- Context-specific
- Credibility (Internal Validity): detailed reporting
- Dependability (Reliability): triangulation

THANK YOU