

The logo of Galgotias University is a circular emblem with a stylized 'G' in the center. The 'G' is composed of three curved segments in shades of yellow, blue, and red. The background of the emblem is a light, swirling pattern in shades of pink, yellow, and blue.

LECTURE -1

Qualitative Research Design

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Defining Qualitative Research

- Use Words Rather Than Numbers To Describe Findings
- Assume A Dynamic Reality
- Emphasize Seeing The World From The Perspective Of The Participants
- Goal Is Understanding Rather Than Prediction
- Emphasize The Subjective Dimensions Of Human Experiences
- Associated With The Interpretive Approach Which Is Discovery Oriented, Explanatory, Descriptive, And Inductive In Nature

TYPES OF QUALITATIVE RESEARCH DESIGN

1. Ethnography
2. Phenomenology
3. Grounded theory
4. Historical research
5. Case study
6. Action research

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1. Ethnography

- **Meaning:** ethnography (Greek ethnos=folk/people and graphien=writing) is a qualitative research method often used in the social sciences, particularly in anthropology and in sociology. It is often employed for gathering empirical data on human societies/cultures.
- Data collection is often done through participant observation, interviews, questions etc.
- Ethnography aims to describe the nature of those who studied through writing.
- Ethnography focuses on the culture of group of people.

Types of Ethnography

1. **Macro-Ethnography:-** Ethnography researcher can study broadly defined culture in what is sometimes referred to as a macro- ethnography. E.g.- The British, The English etc..
2. **Micro-ethnography:-** Alternatively it may focus on more narrowly defined ones referred to as micro- ethnography. E.g.- the culture of hostel for the homeless, nursing practice in intensive care units.

Approach

- Ethnography is a qualitative research method that is used by anthropologist to describe a culture.
- Culture has many definitions but usually consists of origin, values, roles and material items associated with a particular group of people.
- As previously mentioned there are **two basic research approach** in anthropology **emic and etic**.
- The **emic approach** to research involve studying behaviour from within the culture.
- The **etic approach** involve studying behaviour from outside the culture and examining similarities and difference across culture.

Role of Researcher

- Is the primary data collection tool
- Enters the world for an extended period of time, asking questions, observing, participating, & collecting whatever data are available
- Observe behavior but go beyond it to inquire about the meaning of it
- researcher's role is to make inferences from their observations & then to test these inferences over time with their population until they are confident they have an adequate description of the culture
- Must set aside biases & explicate beliefs

Advantages:

- Ethnography immerses the project team in participants' lives and enables a relationship to develop with research participants over the period of study;
- Ethnography provides a rich source of visual data and helps to reveal unarticulated needs;
- Ethnography captures behavior in the different contexts of everyday life;
- Ethnography places a human face on data through real-life stories that teams can relate to and remember;
- Ethnography provides understanding behind 'statistics';

Disadvantages

- Investigate complex issue
- A voice for understanding
- Expansive and difficult
- Ethics

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2. Phenomenology

- Phenomenology is a 20th century philosophical movement dedicated to describing the structure of experience as they present themselves to consciousness, without recourse to theory, deduction, or assumptions from other disciplines such as the natural sciences.
- Describes the meaning of the **lived experience** about a concept or a phenomenon for several individuals.
- It has roots in the philosophical perspectives of Husserl, Heidegger, Sartre, Merleau-Ponty, etc.
- Seeks to achieve a deep understanding of the phenomenon by rigorous, systematic examination of it.
- Its purpose is to describe the essences of lived experiences

Developing the Question

- Focus is to describe the meaning of the lived experience from the perspective of the participant
- Broad question: “What is the meaning of one’s lived experience?”
- Central overarching question & subquestions

Role of Researcher

- Is the instrument for data collection
- Establishes good rapport with participants
- Explicates beliefs through bracketing
- The meaning of the lived experience is interpreted from the participants' stories

Advantages

- in-depth understanding of individual phenomena.
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- Reach data
- Unique perspective

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Disadvantages

- The subjectivity of the data leads to difficulties in establishing reliability and validity of approaches and information.
- It is difficult to detect or to prevent researcher induced bias.
- There can be difficulty in ensuring pure bracketing - this can lead to interference in the interpretation of the data.
- The presentation of results - the highly qualitative nature of the results can make them difficult to present in a manner that is usable by practitioners.

REFERENCES

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- Sharma Suresh K. Nursing research & statistics. 2nd ed. New Delhi: Elsevier publications; 2015.

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