

Research Methodology

Semester: III

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Course Code : ENG6005

Course Name: Research Methodology

COURSE CONTENT UNIT-I

Topic- Qualitative Research Method

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Collecting qualitative data: interviewing

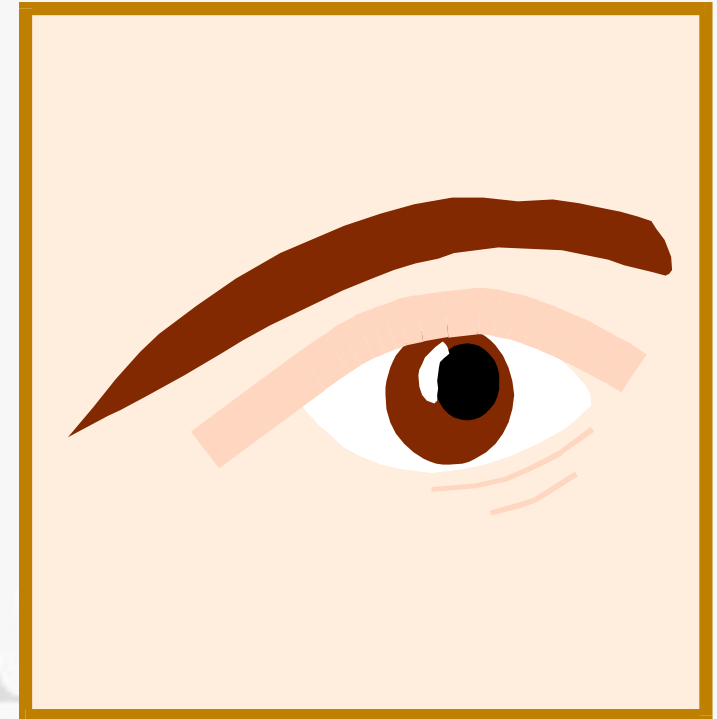
- Structured, semi-structured or conversational
- Useful for follow-up, probing questions
- If unstructured, can generate large amounts of data



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Collecting qualitative data: observation

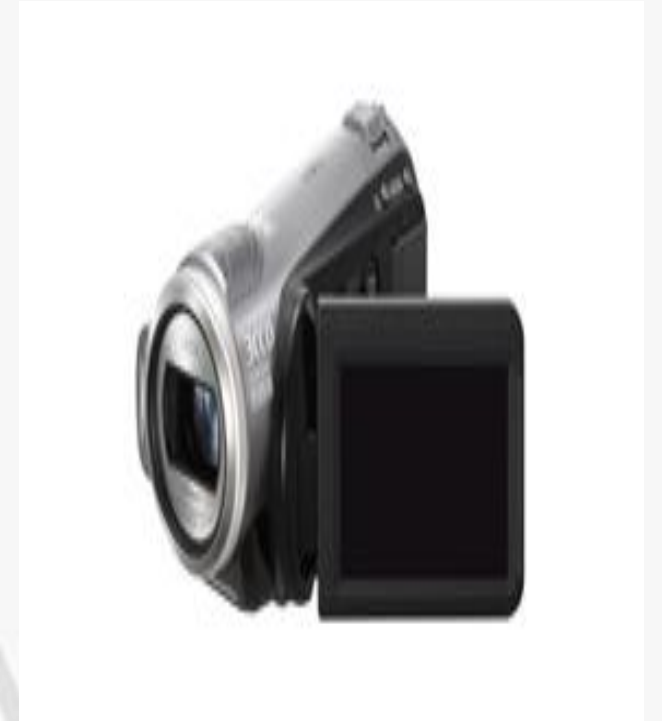
- Data collected in 'natural' field settings
- Can be overt or covert
- Can involve participation by the researcher in the setting/event or non-participation



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Collecting qualitative data: using visual sources

- Can include photographs, film, video etc.
- Good for documenting peoples' lifestyles, living and working conditions
- But the focus of the camera can be selective
- Subjects' behaviour may change in front of the camera

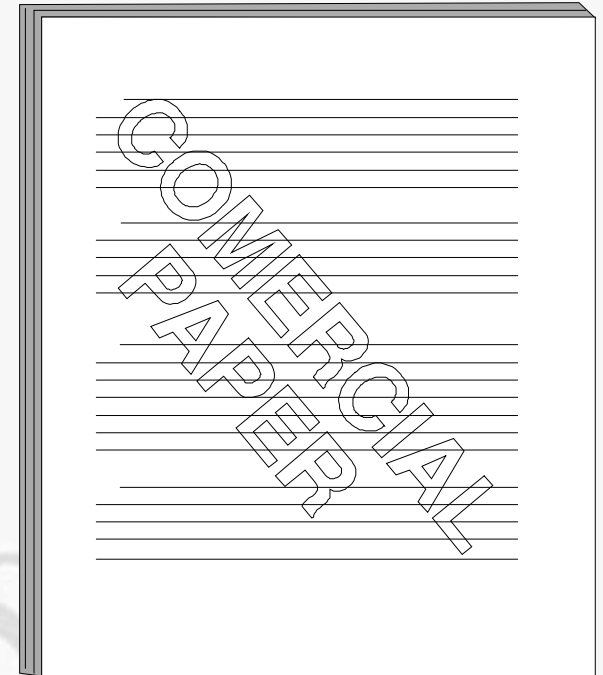


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Collecting qualitative data: unobtrusive measures

- Includes documents (reports, business plans, contracts etc), websites, and other 'non-reactive' data
- Selective attrition of documents means there may be bias in the ones that survive



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Collecting qualitative data: research diaries

The kinds of issues noted in a research diary could include:

- The processes involved in approaching the field and making contact
- Experiences (positive and negative) in getting access to respondents and in using data gathering instruments
- Details of literature sources read (and ordered)
- Reflections on the interpretation and presentation of results, including important changes in direction



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Ethical checklist in qualitative research

- Have I honoured my commitments about confidentiality and privacy?
- Have I acted in the spirit of informed consent?
- Have I used my research effectively and morally?
- Have I generalized appropriately?
- Do I have a responsibility to anticipate how others might use my research and explanations?

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Summary

- In qualitative research researchers are closer to the fields or settings they are trying to research – it is highly contextual
- Qualitative research is not built upon a unified theory or methodological approach – hence its variety and flexibility
- In qualitative research data analysis does not necessarily follow data gathering – there can be a number of iterations between the two
- Even though there are various schools of qualitative research include grounded theory, ethno methodology, narrative analysis and ethnography, they all have one element in common – generally, an inductive approach (although deduction or prior questions cannot be ruled out)
- Methods of collecting qualitative data include interview transcripts, field notes from observations, photographs, video and unobtrusive data
- Decisions on whether to attempt generalization need to be built into the research design paying particular attention to sampling strategies
- Qualitative approaches to achieving rigour include building trustworthiness, authenticity, creditability, transferability, dependability and confirmability

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Reference

Research Methodology,

<https://ugcnetpaper1.com/research-methodology/>

<https://bbamantra.com/research-methodology/>

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