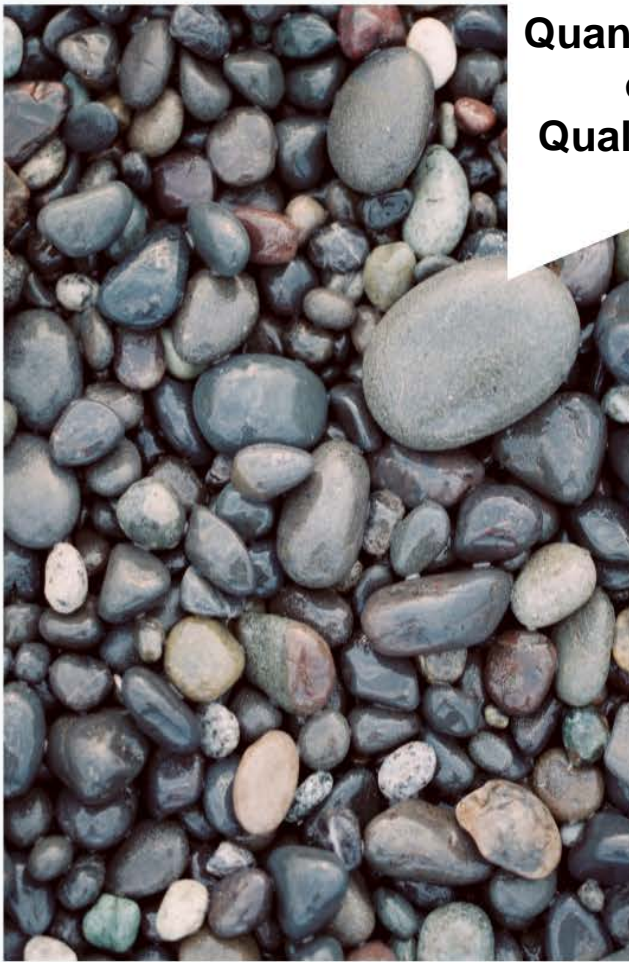




The Qualitative Distinctive

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**Quantitative
or
Qualitative**



Choice of methodology is not based on your personal preferences. Rather the methodology comes from the research questions, which are aligned with the problem statement and purpose of the study.

When to Use Qualitative Methodology

1. A quantitative problem requires description or explanation.
2. The quantitative purpose statement and research questions/ hypotheses seek measurable, observable data on variables.

1. A **qualitative problem** requires exploration and understanding.
2. The **qualitative purpose** statement and research questions seek the experiences, perceptions, and conceptions of the participants.



Purpose Statement Script

The purpose of this (basic qualitative, case study, phenomenology, or other research design) study is to (understand, explore, develop, discover) (the central phenomenon) for (participants) at (research site). For this study, (the central phenomenon) is defined as (provide a general definition).

Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (pp. 123-128). Thousand Oaks, CA: Sage.



Example: Problem & Purpose Statements

The general problem is that childhood bereavement theories have evolved from research on adults rather than being based on the experiences of bereaved children (Scott, 2007). Childhood bereavement is a common experience in the U.S., with approximately 1 in 20 children under the age of 16 experiencing the death of a parent (Ochs, 2016). **The specific problem is a lack of understanding about why children grieve and mourn the loss of a parent, the nature of their reactions, and what symptoms and experiences are normal** (Scott, 2007). By addressing this gap in the literature, family counselors and educators can be empowered to meet the specific needs of bereaved children and their families.

The purpose of this qualitative phenomenological study is to explore how children who have lost a parent experience bereavement. The aim of the study is to describe the lived experiences of 12 bereaved children under the age of 16 who are participating in a children's bereavement support group in the southwest region of the United States. For this study, bereavement is defined as the period of grief and mourning after the death of a loved one (MedicineNet, 2016).

Research Questions

- One or two central research questions
- Three to five subquestions
- Begin questions with the words *what* or *how* to convey an open and emerging design
- Use exploratory verbs
 - **Describe** the essence of a shared experience (i.e., phenomenology)
 - Seek to **understand** a process (i.e., basic qualitative)
 - **Explore** a process (i.e., case study)
 - **Discover** (i.e., grounded theory)



Example: Research Questions

The purpose of this qualitative phenomenological study is to explore how children who have lost a parent experience bereavement. The aim of the study is to describe the lived experiences of 12 bereaved children under the age of 16 who are participating in a children's bereavement support group in the southwest region of the United States. For this study, bereavement is defined as the period of grief and mourning after the death of a loved one (MedicineNet, 2016).

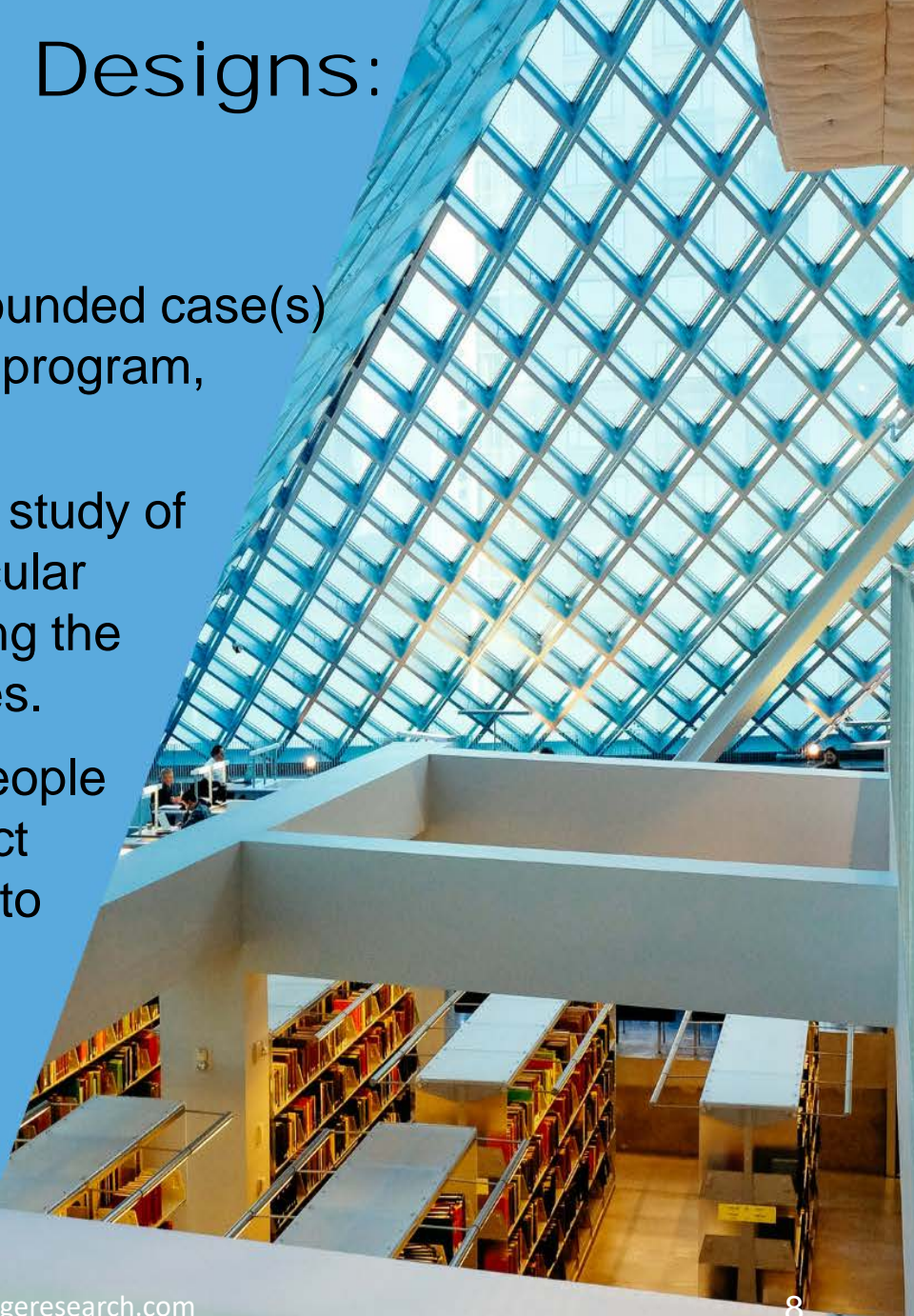
The aim of this descriptive phenomenological study is to explore the lived experiences of bereaved children. **The central research question** is “How do children who have experienced the death of a parent describe the bereavement period?” **Three subquestions** provide further guidance for this study:

1. **How** do children describe their reasons for grieving and mourning the loss of a parent?
2. **What** is the nature of the children's grief and mourning reactions?
3. **What** symptoms and experiences do the children have in common?



Qualitative Research Designs: Three Approaches

- **Case Study:** In-depth study of a bounded case(s) such as a particular person, group, program, organization, event, or activity.
- **Phenomenology:** Emphasizes the study of participants' experiences of a particular phenomenon. Focus is on describing the essence of shared lived experiences.
- **Basic Qualitative:** Study of how people interpret their experiences, construct their worlds, and attribute meaning to their experiences.



Designs for Dissertation Research

Case Study

In-depth study of a bounded case(s) such as a particular person, group, program, organization, event, or activity.

Resources

- Robert Yin (2014). *Case Study Research: Design and Methods* (5th ed.).
- Robert Stake (1995). *The Art of Case Study Research*.

Resources

- Amedeo Giorgi (2009). *The Descriptive Phenomenological Method in Psychology*.
- Clark Moustakas (1994). *Phenomenological Research Methods*.

Phenomenology

Emphasizes the study of participants' experiences of a particular phenomenon. Focus is on describing the essence of shared lived experiences.

Designs for Dissertation Research (cont.)

Basic Qualitative

Study of how people interpret their experiences, construct their worlds, and attribute meaning to their experiences. Philosophically derived from constructionism and phenomenology and tends to focus on experiences of processes.

Resources

- Sharan Merriam (2009). *Qualitative Research: A Guide to Design and Implementation*.
- Michael Patton (2015). *Qualitative Research & Evaluation Methods* (4th ed.).

Resources

- Juliet Corbin & Anselm Strauss (2015). *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory* (4th ed.).
- Kathy Charmaz (2014). *Constructing Grounded Theory* (2nd ed.).

Grounded Theory

Systematic methods for collecting and analyzing qualitative data to construct theories “grounded” in the data themselves.

Mixed Methods Research: Three Types

Involves the collection of QUAL (open-ended) and QUAN (closed-ended) data.

Reasons for choosing:

1. Compare different perspectives
2. Explain QUAN results with QUAL data
3. Identify/develop best measurement instruments

(Creswell, 2014)

Convergent Parallel

Collect both forms of data at roughly the same time and then integrate information in interpretation of overall results.

Explanatory Sequential

Collect/analyze QUAN data, then collect/analyze QUAL data. QUAN results are further explained with QUAL data.

Exploratory Sequential

Collect/analyze QUAL data, then collect/analyze QUAN data. QUAL data used to identify/build best data collection instrument for QUAN phase.

Inductive/Deductive

Inductive analysis is typically used to identify emerging patterns, categories, and themes; but sometimes deductive techniques are also needed.



Example: Problem Statement

“Small businesses represent 99.7% of all employers in the American domestic workforce (U.S. Small Business Administration, 2011, 2014). Yet, the annual failure rate of small businesses from 2005 to 2009 was 10%, which is significant when considering that this represents a total of 3,082,228 businesses that closed during this five-year period, an average of 616,458 per year (U.S. Small Business Administration, 2011). Given this high failure rate, research is needed to better understand the characteristics of leaders who create and sustain success in small business organizations. **More specifically, little is known about the emotional intelligence (EI) of small business leaders and how small business leaders perceive EI may or may not affect their workplace.** Small business leaders may possess little EI and yet perceive that it positively affects their workplace while having little to no knowledge of or possession of EI. Conversely, the opposite may be true with leaders having higher EI and yet perceiving that it does not positively affect the workplace. This study will aid in understanding small business leaders’ perceptions of the effect of EI in the workplace and any perceived value they place on EI in the workplace.” (Used by permission of Steven P. Smith, 2015)

Example: Explanatory Sequential

The two-part purpose of this sequential, mixed-methods study was to (a) measure the emotional intelligence of small business leaders in Southern California and (b) explore the leaders' perceptions of the effect and value of EI in the workplace.

Four research questions provided guidance for this study:

RQ 1: What level of emotional intelligence do Southern California small business leaders possess as measured by the Wong and Law (2002) Emotional Intelligence Scale?

RQ 2: What relationship, if any, exists between Southern California small business leaders' demographic information and their emotional intelligence as measured by the Wong and Law (2002) Emotional Intelligence Scale?

RQ 3: ~~To what extent, if any, and in what ways~~ How do Southern California small business leaders' emotional intelligence affect their workplace?

RQ 4: ~~To what extent, if any,~~ How do Southern California small business leaders value emotional intelligence in the workplace? (Used by permission of Steven P. Smith, 2015).

Data Collection Methods

1. Semi-Structured Interviews
 - a. Interview guide + probes
 - b. Review of guide by SME panel
 - c. In person, phone, Skype
 - d. Audio recording/transcribing
2. Observations
 - a. Observer/researcher role
 - b. Observational rubric
 - c. Field notes
3. Document Review
 - a. Public records
 - b. Personal documents
 - c. Electronic sources

Data Analysis Methods

1. What is **open coding*** and how is it done?
 - a. Fracturing the data
 - b. Inductive + deductive processes
2. What is **axial coding*** and is it a required technique?
 - a. Putting the data back together in new ways
 - b. Use of qualitative data analysis (QDA) programs
3. What is selective coding and when is it done?
4. How is thematic analysis different from other techniques?
5. Must triangulation be done with every QUAL study?
 - a. Methods: Different data collection methods
 - b. Sources: Different data sources within same method
 - c. Analyst: Multiple analysts to review findings
 - d. Theory/perspective: Multiple theories to interpret data
6. What is the value of using qualitative data analysis (QDA) programs?



Evaluative Criteria: Trustworthiness

- Credibility
- Transferability
- Dependability
- Confirmability



Focus on the Correct Target: The Earned Doctorate



Whether it's a short- or long-term goal, highly successful people always visualize their success before achieving it.

They keep reminding themselves of exactly what they need to achieve.

Your target is the completion of your dissertation, paragraph-by-paragraph, section-by-section, and chapter-by-chapter, not the Nobel Peace Prize.



The Beginner's Eye

Life happens while working on your dissertation. And life isn't always kind, nor is it fair. But when dreams and perceptions are shattered, successful people look at a situation through a beginner's eyes and view it as a new opportunity. They stretch themselves beyond their comfort zone and press into the new opportunity.



“There is no success without hardship.”

~ Sophocles

According to the U.S. Census Bureau 2015 Population Survey, only 1.7% of Americans have completed a doctoral degree.



Questions And Answers

Complimentary Advising Session

I am pleased to offer members of this group a complimentary half-hour advising session to discuss specific aspects of your dissertation research, whether related to qualitative methodology or developmental editing. If you are interested in accepting my offer, you can reach me at debra@castlebridgeresearch.com



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Thank You!
