



University of  
South Australia

# Methods, Data Collection and Data Analysis Methods

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# Interpretivist Paradigm: Methodologies

Interpretive	Critical	Postmodern/ Poststructural
Grounded theory Phenomenology Ethnography Descriptive Qualitative Narrative Case study Photovoice	Action Research Feminist Appreciative Enquiry Policy Analysis Discourse Analysis	Discourse Analysis

Choice of methodology and methods should be derived from what will best answer the research question.

For example, if interested in knowing about a process, then grounded theory would be a good choice.

If wanting to know about culture then ethnography



# Key Messages

- UNDERSTAND THE APPROACH AND HOW IT INFLUENCES CHOICES THROUGHOUT THE STUDY
- BE RIGOROUS - MUST BE DONE WELL
- QUALITATIVE RESEARCH IT IS NOT AN EASY OPTION – REQUIRES ABILITY TO SIT WITH UNCERTAINTY AND ABSTRACT CONCEPTS
- USE AND RELY ON A MAIN QUALITATIVE RESEARCH TEXT BOOK – CROSS REFERENCE WITH OTHER AUTHORS
- AVOID MODELLING/ RELYING TOO MUCH ON METHODS USED IN OTHER STUDIES AS THESE MAY BE FLAWED



# Different Methods of Data Collection and Different Forms of Data

- In-depth interviews
- Focus groups
- Participant observation
- Text or documents
- Photos/objects
- Open ended questions on surveys





# Probing Questions for Interviews / Focus Groups

**CLARIFYING**- I DON'T QUITE UNDERSTAND THAT, CAN YOU EXPLAIN IT TO ME?

**SHOWING UNDERSTANDING** – HOW DID YOU FEEL ABOUT THAT?

**JUSTIFYING** – WHAT MAKES YOU SAY THAT?

**RELEVANCE** – YOU'VE LOST ME, HOW DO THOSE TWO THINGS CONNECT?

**ASKING FOR AN EXAMPLE** – WHAT DO YOU MEAN BY ...? CAN YOU GIVE ME AN EXAMPLE?

**EXTENDING THE NARRATIVE** – TELL ME MORE ABOUT THAT.

**ACCURACY** – NOW, LET ME SEE IF I'VE GOT THINGS IN THE RIGHT ORDER?

GILLHAM, 2000



# Sampling: Purposeful

- EXTREME OR DEVIANT CASE
- INTENSITY
- MAXIMUM VARIATION
- HOMOGENOUS
- TYPICAL
- CRITICAL CASE
- SNOWBALL
- CRITERION
- THEORETICAL
- CONFIRMING
- STRATIFIED
- OPPORTUNISTIC
- CONVENIENCE

PATTON, 2002



# Data Analysis – Must Match Research Design

## FOR EXAMPLE:

- GROUNDED THEORY – CONSTANT COMPARISON OF DATA – COLLECTION AND ANALYSIS OCCURS CONCURRENTLY
- PHENOMENOLOGY – COLLAZI'S 7 STEP METHOD
- DESCRIPTIVE QUALITATIVE – THEMATIC OR QUALITATIVE CONTENT ANALYSIS



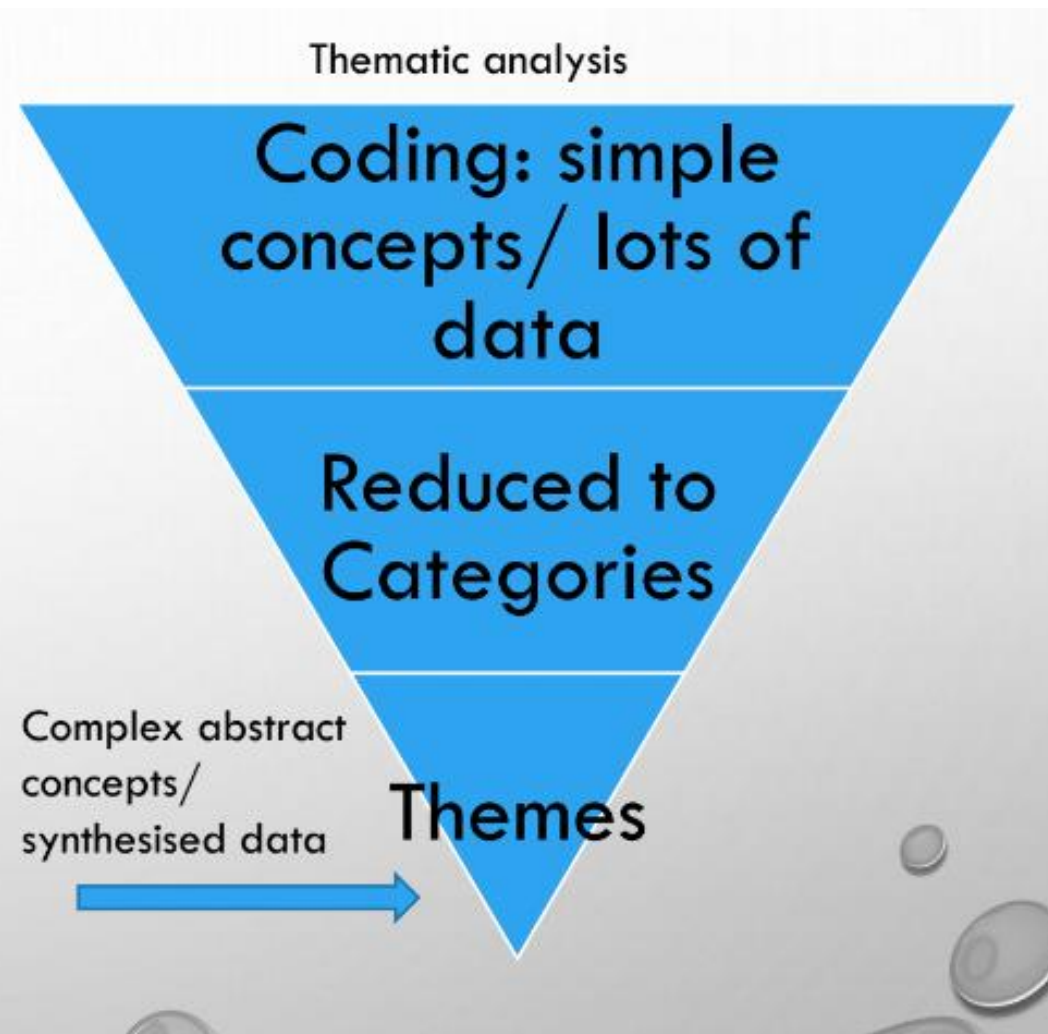


# As a General Rule

DATA ANALYSIS IS ITERATIVE AND INDUCTIVE – MEANING THAT:

- APRIORI CODES ARE NOT DECIDED PRIOR TO ANALYSIS BUT ARISE FROM WHAT IS IN THE DATA
- CONSTRUCTION OF FINDINGS CANNOT BE FORCED OR RUSHED – MULTIPLE ITERATIONS ARE DEVELOPED AND REWORKED
- ANALYSIS CONTINUES EVEN WHILST WRITING OF THE FINDINGS
- SHOULD NOT BE DONE IN ISOLATION AND REQUIRE INPUT FROM SEVERAL RESEARCHERS

DATA IS MOVED FROM A VOLUME WITH SIMPLE CONCEPTS TO REDUCED VOLUME REPRESENTED BY MORE ABSTRACT AND COMPLEX CONCEPTS



# Rigour – Research must be done well

**CREDIBILITY:** ARE PARTICIPANT RESPONSES AN ACCURATE PICTURE OF THE PHENOMENON UNDER INVESTIGATION? (LETTS ET AL., 2007)

**CONFIRMABILITY:** ARE THE FINDINGS CLEARLY LINKED TO THE DATA? (LIAMPUTTONG, 2013, P. 26)

**TRANSFERABILITY:** DO THE FINDINGS INFORM AND PROVIDE INSIGHT INTO CONTEXTS OTHER THAN WHERE THE RESEARCH WAS CONDUCTED? (LIAMPUTTONG, 2013, P.26)

**DEPENDABILITY:** IS THE RESEARCH LOGICAL, TRACEABLE AND CLEARLY DOCUMENTED? (LIAMPUTTONG, 2013, P. 26)



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