The Process of Quant. Research

1. Theory
   2. Hypothesis
   3. Research design
   4. Devise measures of concepts
   5. Select research site(s)
   6. Select research participants
   7. Administer research instruments/collect data
   8. Process data
   9. Analyze data
10. Finding/conclusions
11. Write up findings/conclusions

Bryman, 2008

The Process of Qual. Research

1. General RQ(s)/Goals
   2. Selection of relevant site(s) and subjects
   3. Collection of relevant data
   4. Interpretation of data
   5. Conceptual & theoretical work

Writing up findings/conclusions

Bryman, 2008
Some common contrasts between quantitative and qualitative research

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<tr>
<th>Quantitative</th>
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<tr>
<td>Numbers</td>
<td>Words</td>
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<td>Point of view of researcher</td>
<td>Point of view of participants</td>
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<td>Research distance</td>
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<td>Artificial settings</td>
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Bryman, 2008

Ethnography & Participant Observation

- Often used **interchangeably** (preference for ‘ethnography’ since ‘participant observation’ seems to imply just observation, though observers do more than simply observe)

- Ethnographer/participant observer **immerses** him or herself in a group for an extended period of time, observing behavior, listening to what is said, and asking questions.

- Ethnography tends to refer to a study in which participant observation is the prevalent method, but that also has a specific focus on the **culture of the group** being studied.
Types of Ethnography

- Overt ethnography
- Covert ethnography

Interviews

- Structured interviews (survey design)
- Semi-structured interviews
- Unstructured interviews

Qualitative Interviews
Qualitative Interviews

**Interview Guide:**

- Semi-structured: list of questions (open-ended and closed-ended) or topics
- Unstructured: list of prompts

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**Qualitative Interviews**

- Flexible
- Rich/detailed answers
- Interest in the interviewee’s point of view (meanings, motivations, contexts)
- Central role of the interviewer
Issues in Qualitative Interview

- **Clear** way of introducing the research to interviewees
- Interview guide has to relate to **RQ(s)**
- **Pilot** the interview guide (language is clear, free of jargon, etc.)
- Design questions to elicit **reflective** discussions (no Y/N questions, no leading questions)
- Questions have to offer a real prospect of seeing the world from the **interviewees' point of view** (don’t impose your frame of reference)
- How will you **present yourself** in the interview? (dress code, posture, body language etc.)

Patton, 1993