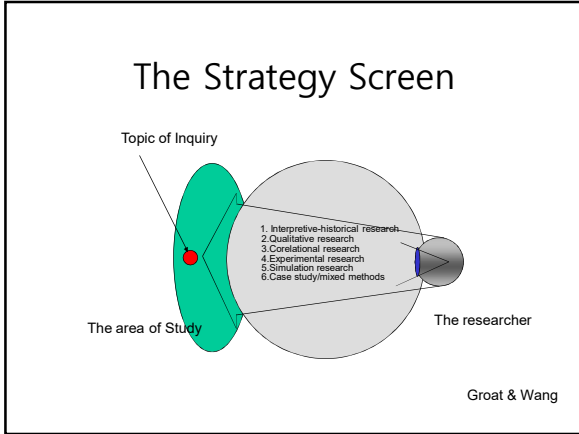


Qualitative Research
 Methodology, strategy, method and techniques

1- Grounded Theory



- Presentation**
- Introduction to the methodology/strategy – Example and Potentials of use in ESSD
 - Organizational Studies
 - Neighborhood, Social Groups, Successful project/team etc
 - Its important features/process
 - Its Strategic aspects: Knowledge forming and understanding of reality/ Epistemology Ontology
 - Methods/Tactics/Techniques
 - Data collection
 - Data Analysis
 - Drawing Conclusions
 - Strengths and weaknesses
 - Intro: Indrayeni Jatra SS

Qualitative Research

- **Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them. Qualitative research involves the studied use and collection of a variety of empirical materials.**

-(Denzin and Yvonne Lincoln)

Qualitative Research

- **Qualitative research has**
 - **Emphasis on natural settings**
 - Objects of enquiry in their natural settings
 - **A focus on interpretation and meaning**
 - The important role of the researcher and his/her subjective constructions, researcher as the main measurement device.
 - **A focus on how the respondents make sense of their own circumstances**
 - Looking at the object through other eyes & minds
 - **The use of multiple Tactics**
 - Bricolage

Qualitative Research

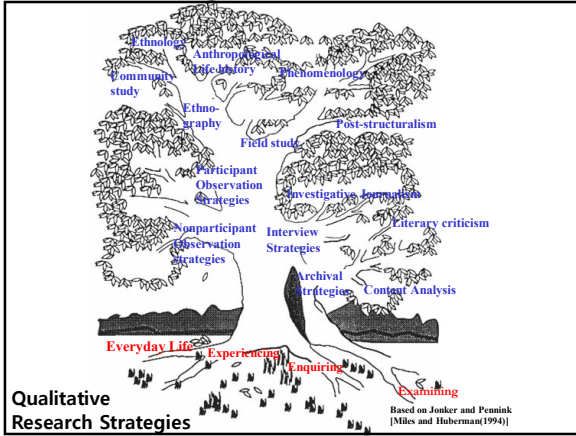
- **Other Aspects of Qualitative research strategy**
 - **Holistic**
 - Goal is to gain a systematic, encompassing, integrated overview
 - **Prolonged contact**
 - Study through intense and prolonged field or life situation - fieldwork
 - **Open ended**
 - Eschews the notion of a knowable, objective reality
 - **Analysis through words**
 - Narrative devices
 - **Contemporary focus**
 - Data collection involving people
 - (Historical-Interpretive strategy used documents or artifacts.)

Qualitative Research

- **All Qualitative research are Field/In Situ/ Naturalistic Research**
- Field research considered either a broad approach to qualitative research or a method of gathering qualitative data
- Essential idea is that the researcher goes "into the field" to observe the phenomenon in its natural state or in situ.
- Researcher typically takes extensive field notes which are subsequently coded and analyzed in a variety of ways.

Qualitative Research

- **The researcher as an explorer and not an expert. An explorer in a specific context rather than a specific reality.**
- Use of the eye of someone else – subjective perception/meanings made by others – effort to understand their perspective.
- The researcher is a subjective insider rather an objective outsider.
- Use of inductive cycle/unstructured data.



Qualitative Research

- Three Qualitative “approaches” or strategies
 - Grounded Theory or Substantive Theory
 - Ethnography
 - Phenomenology
 - Interpretivism
 - Hermeneutics

Qualitative Research

- **Grounded Theory**
- Developed by Glaser and Strauss in 1960s
- The purpose of grounded theory is to develop theory about phenomena of interest > unlike abstract theorizing the *theory* is *grounded* or rooted in observation
 - No pre-set notions, lets theory emerge from data
 - Complex *iterative* process
 - Raising of *generative questions* to guide research
 - Questions not intended to be either static or confining

Grounded Theory

- Data collection, analysis (called *coding*) and theory development (called *memoing*) together
- As data begins to be gathered, *core theoretical concept(s)* are identified.
- Tentative *linkages* are developed between the theoretical core concepts and the data.
- The early phase of research tends to be open and can take long.
- Later on the researcher is more engaged in verification and summary and the effort tends to evolve toward one *core category* that is central.

Grounded Theory

key analytic strategies:

- *Coding* is a process for both categorizing qualitative data and for describing the implications and details of these categories. Initially one does *open coding*, considering the data in minute detail while developing some initial categories. Later, one moves to more *selective coding* where one systematically codes with respect to a core concept.

Grounded Theory

- *Memoing* is a process for recording the thoughts and ideas of the researcher as they evolve throughout the study. You might think of memoing as extensive marginal notes and comments. Again, early in the process these memos tend to be very open while later on they tend to increasingly focus in on the core concept.

Grounded Theory

- *Integrative diagrams and sessions* are used to pull all of the detail together, to help make sense of the data with respect to the emerging theory.
- The diagrams can be any form of graphic that is useful at that point in theory development. They might be concept maps or directed graphs or even simple cartoons that can act as summarizing devices.
- This integrative work is best done in group sessions where different members of the research team are able to interact and share ideas to increase insight.

Grounded Theory

- Eventually one approaches *conceptually dense theory* as new observation leads to new linkages > revisions in the theory > more data collection. The core concept is identified and fleshed out in detail.
- When does this process end? The process described above could continue indefinitely and there is no demarcated point for ending a study. Essentially, the project ends when the researcher decides to quit.
- What do you have when you're finished? -a well-considered explanation for a phenomenon of interest -- the grounded theory- a narrative with much of the contextually relevant detail collected.