QUALITATIVE RESEARCH

by:
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Qualitative Research (QLR) is a type of research that involves in exploring human lived experiences from their experiences of complex phenomena that do not have clear boundaries and are context-specific (Meriam and Tisdell, 2015). The topic is related to live experiences of human being. It is complex. It is lend to the collection of data through words, rather than numbers. The topic is based on the “way of knowing in which a researcher gathers, organizes and interprets information obtained from humans using his eyes and ears and filters” (Lichtman, 2013, p.4). It means that to conduct the study, it may have rely primarily on interviews (ears), observation (eyes) and research participant’s personal opinions (filters).

There are types of qualitative methods according to their group of usability testing methods: “ethnography (context or culture), narrative (individual experience and sequence), phenomenological (people who have experienced a phenomenon), grounded theory (develop theory from grounded in field data), and case study (organization, entity, individual or event)” (Creswell). They use similar data collection techniques in observation, interviews, and reviewing text.

Qualitative data gives a detailed explanation about why people act in certain ways, and their feelings about their actions. The advantages of QLR gives depth and detail, create openness, stimulates people’s individual experiences, and attempts to avoid pre-judgments. The disadvantages of QLR is that fewer people usually study it, it is not easy to generalize, difficult to make systematic comparisons and the skills is dependent in the researchers.
References:

Book:
Writing your Thesis and Dissertation Qualitatively Fear No More, Safety Wa-Mbaleka, 2018

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