Michael Okoche

QUALITATIVE DATA ANALYSIS

Qualitative Research

Definition

- Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem.

Approach

- The researcher builds a complex, holistic picture, analyzes words, reports detailed views of informants, and conducts the study in a natural setting.

QUALITATIVE RESEARCH
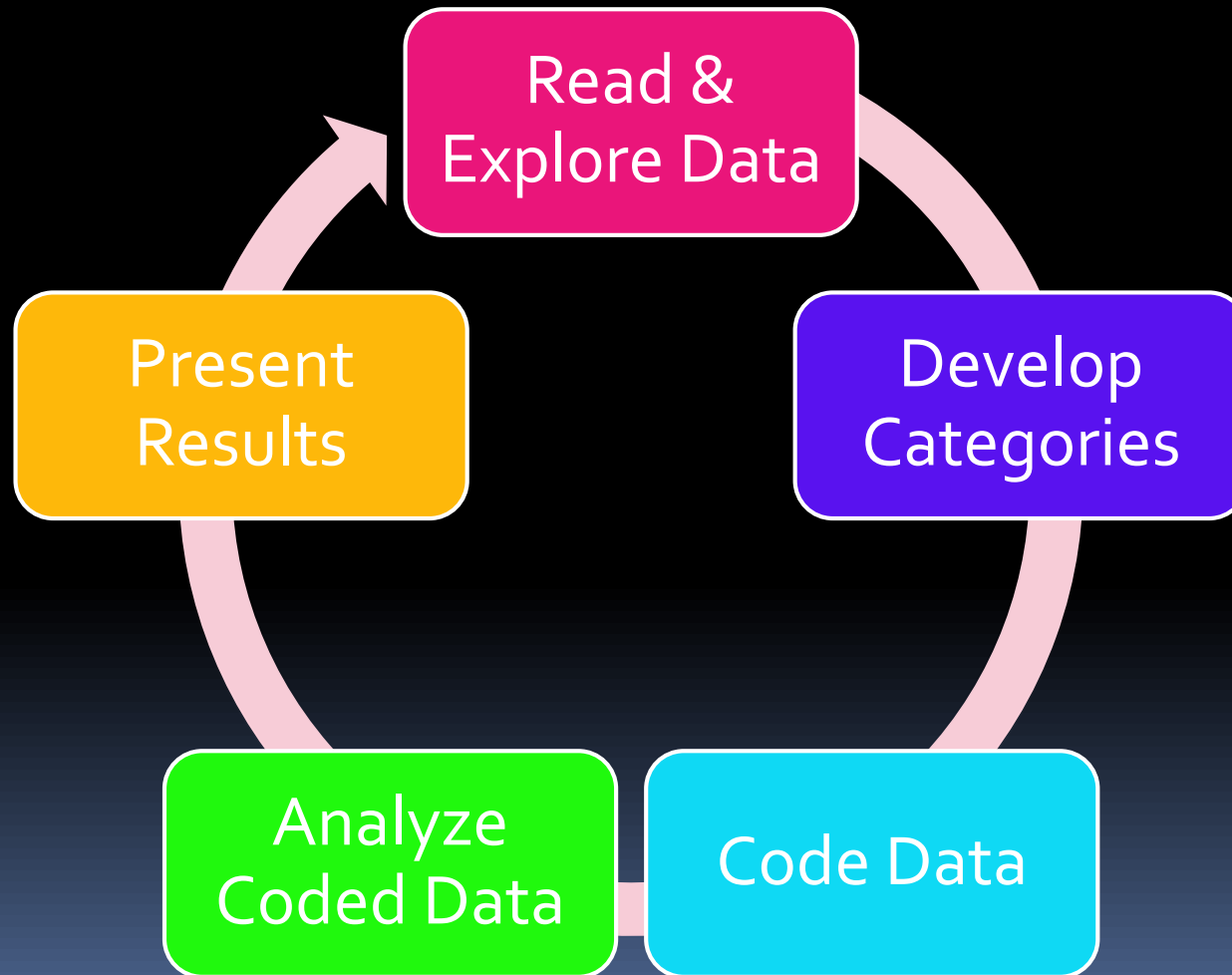

Thinking Process

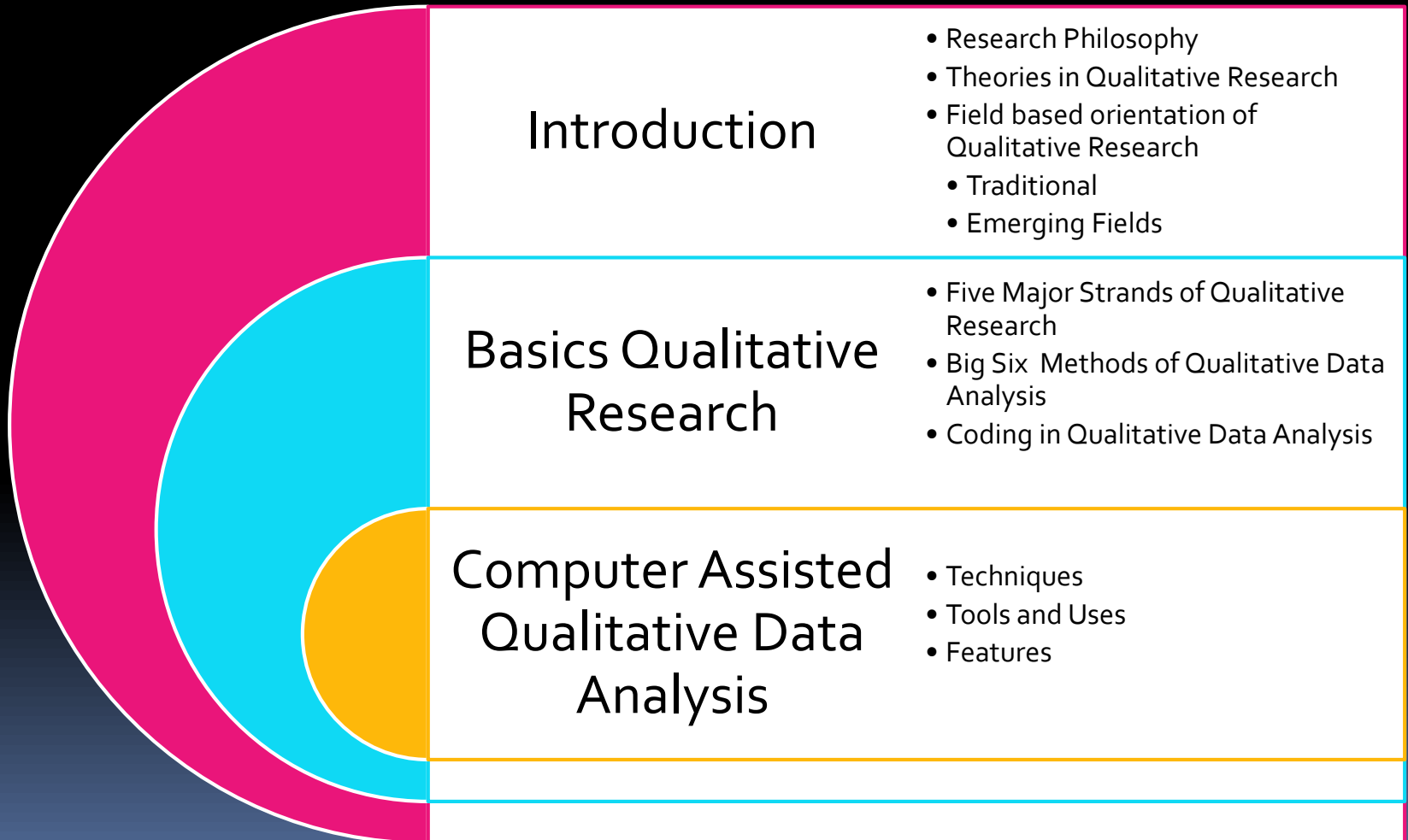*Social Process*

Discovery Process

Dynamic Process

BASIC DATA ANALYSIS OF QUALITATIVE DATA

OUTLINE OF THE DISCUSSION

Introduction

- Research Philosophy
- Theories in Qualitative Research
- Field based orientation of Qualitative Research
  - Traditional
  - Emerging Fields

Basics Qualitative Research

- Five Major Strands of Qualitative Research
- Big Six Methods of Qualitative Data Analysis
- Coding in Qualitative Data Analysis

Computer Assisted Qualitative Data Analysis

- Techniques
- Tools and Uses
- Features

Interpretivism

Multiple Reality

Subjectivity

Researcher Participant

Inductive

Qualitative Methodology

Informal

BASIC THEORIES IN QUALITATIVE DATA ANALYSIS

Theories in Qualitative Studies

- Theories are philosophical and methodological frameworks that guide the design, data collection, analysis, and interpretation, of qualitative studies
- Theories are critical for uncovering rich insights and meanings in various contexts.

QUALITATIVE RESEARCH THEORIES

1.Phenomenology-(Husserl, 1913)

- Explores people's experiences and meanings, focusing on consciousness and subjective interpretation.

2.Ethnography-(Malinowski 1922)

- Studies cultures and societies, often involving long-term fieldwork and participant observation

3. Critical Theory (Horkheimer & Adorno, 1947)

- Critiques power structures and social injustices, aiming to promote social change and empowerment.

QUALITATIVE RESEARCH THEORIES

4. Social Constructivism(Berger & Luckmann, 1966)

- Emphasizes how people construct and negotiate meaning through social interactions and relationships.

5. Grounded Theory(Glaser & Strauss, 1967)

- Develops theory from data, emphasizing inductive reasoning and constant comparison.

6.Symbolic Interactionism (Blumer, 1969)

- Examines how people interact and create meaning through symbols and language.

QUALITATIVE RESEARCH THEORIES

7.Feminist Theory (e.g. Harding, 1987)

- Analyzes gender and power dynamics, advocating for gender equality and social justice.

8.Content Analysis(e.g., Krippendorff, 2013)

- Systematically analyzes texts, images, or other media to identify patterns and meanings.
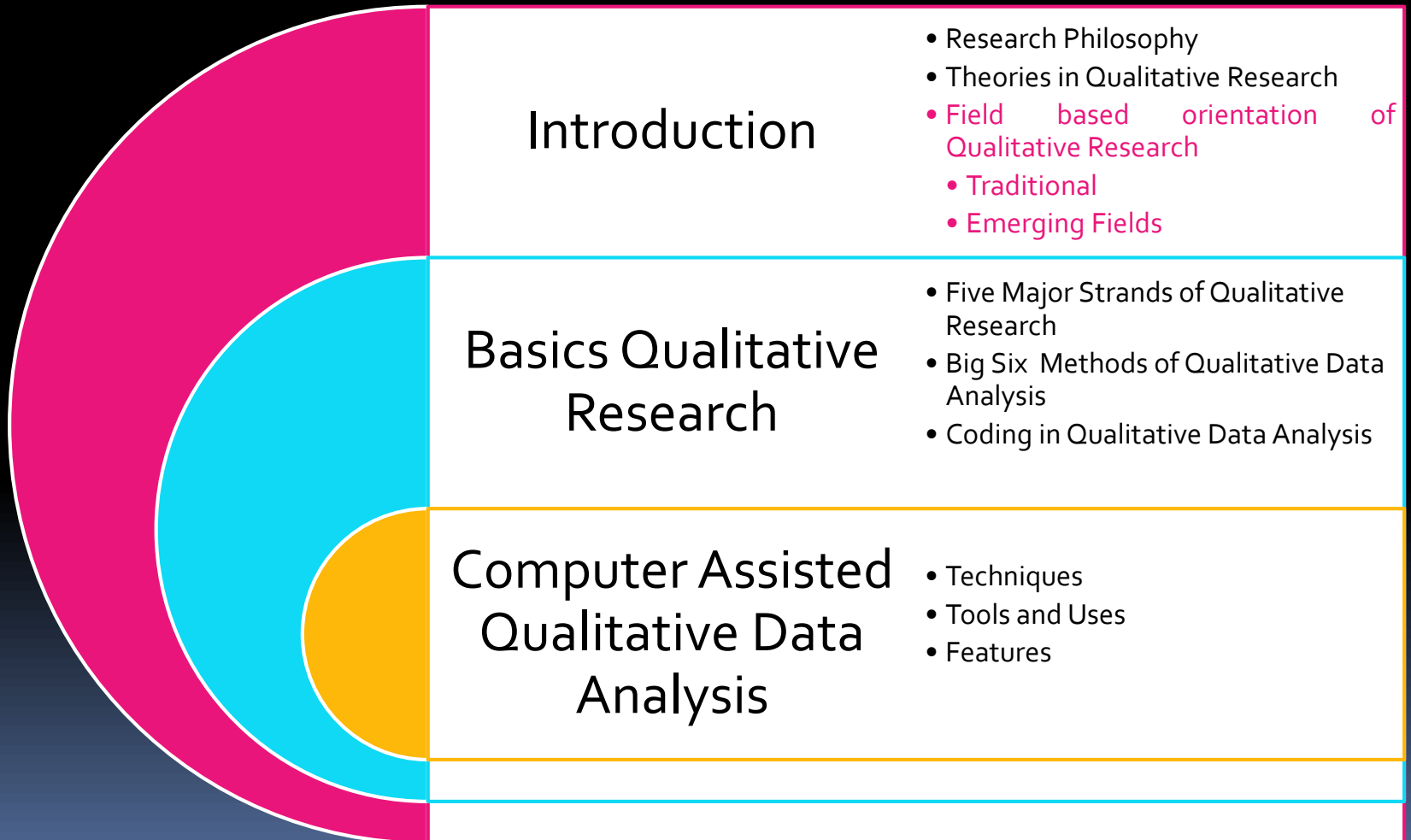
Michael Okoche

TRADITIONS IN QUALITATIVE RESEARCH

OUTLINE OF THE DISCUSSION

Introduction

- Research Philosophy
- Theories in Qualitative Research
- Field based orientation of Qualitative Research
  - Traditional
  - Emerging Fields

Basics Qualitative Research

- Five Major Strands of Qualitative Research
- Big Six Methods of Qualitative Data Analysis
- Coding in Qualitative Data Analysis

Computer Assisted Qualitative Data Analysis

- Techniques
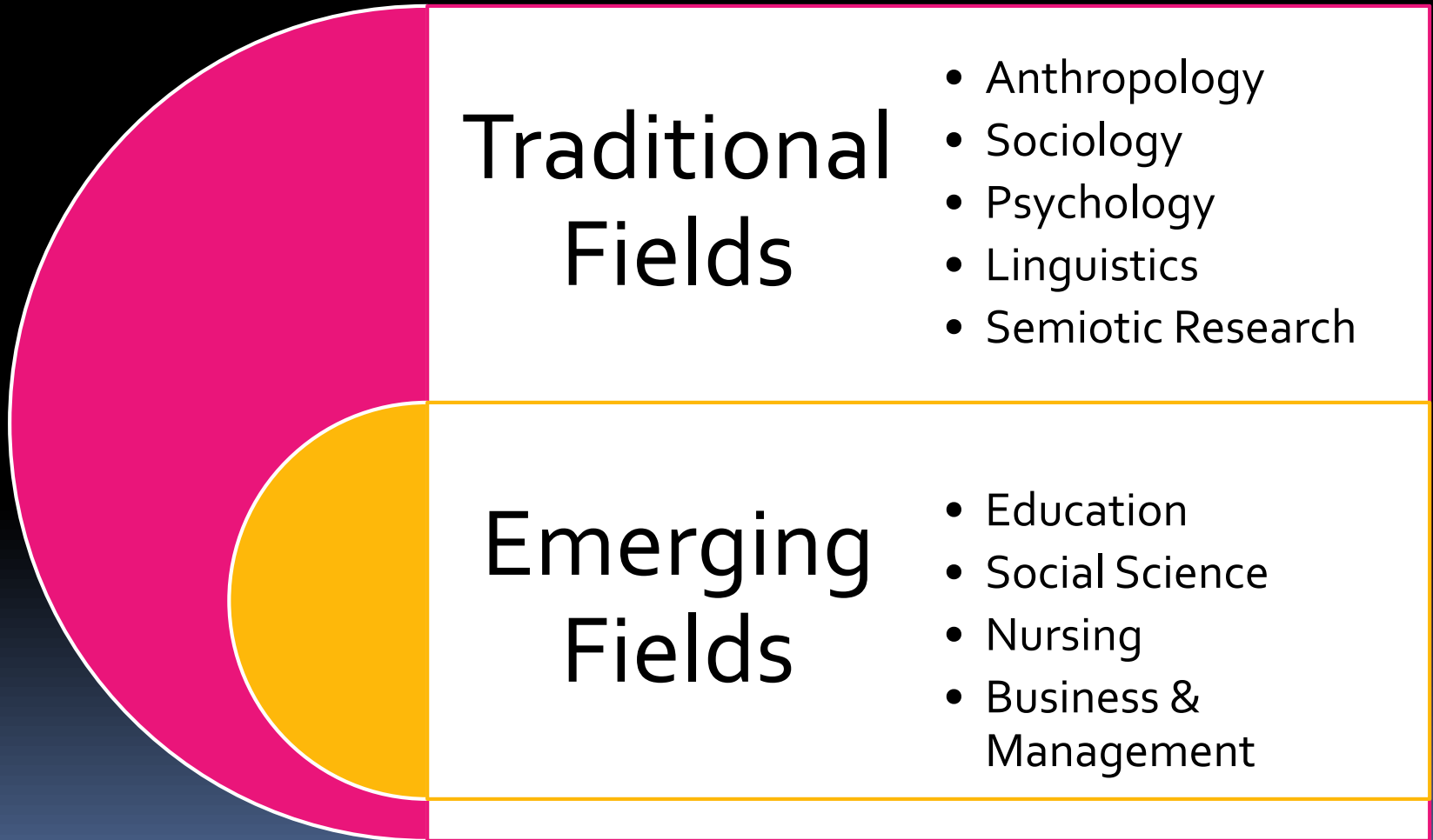- Tools and Uses
- Features

INTRODUCTION

- The traditional fields have used qualitative research for advancement of knowledge and practice

- Understanding traditional perspectives provides a basis for understanding contextual issues in Qualitative Research

- The fields often overlap and inform each other, and researchers may draw on multiple approaches in their work.

- Emergent fields have also used qualitative research for advancement of theory and practice

FIELD OF STUDY

Traditional Fields

- Anthropology
- Sociology
- Psychology
- Linguistics
- Semiotic Research

Emerging Fields

- Education
- Social Science
- Nursing
- Business & Management

ANTHROPOLOGY

Anthropology

- Study human cultures, societies, and behaviors, both past and present, to understand human diversity and commonalities.

Perspectives

- Sociocultural Anthropology
- Archaeological Anthropology
- Biological Anthropology
- Linguistic Anthropology

ANTHROPOLOGICAL RESEARCH

Purpose
- Examines cultures, societies, and human behavior

Approach
- Explores human experiences, meanings, and practices in context

Methodologies
- Ethnographic fieldwork, interviews, focus groups, content analysis

Methods
- Participant Observation, Case Studies, & Ethnography.

SOCIOLOGY

Definition

- This is the scientific study of human social behavior, relationships, and institutions within society

Perspectives

- Social Inequality
- Social Institutions
- Social Change & Development
- Social Identity & culture
- Social Interaction & relationships
- Social Power & Authority
- Social Policy etc

SOCIAL RESEARCH

Purpose

- Investigates social phenomena, such as inequality, identity, and social change

Approach

- Examining social structures, institutions, and relationships

Methodologies

- Case studies, grounded theory, Content Analysis, & Discourse Analysis

Methods

- in-depth interviews, focus groups, and observational studies

PSYCHOLOGY

Definition

- Study behavior and mental processes. It aims to understand individuals and groups by understanding underlying psychological processes influence thoughts, feelings and behaviors

Perspectives

- Clinical Psychology
- Cognitive psychology
- Development psychology
- Social psychology
- Neuro psychology
- Personality psychology
- Educational Psychology

Psychological Research

Purpose
- Investigate mental health, well-being, and human development

Approach
- Exploring human experiences, thoughts, and feelings.

Methodologies/Techniques
- Phenomenological Analysis, Grounded Theory, Case Studies, Narrative Analysis.

Key methods
- In-depth Interviews, Focus Groups, and Observational Studies.

LINGUSITICS

Definition

- Scientific study of language exploring its structure, properties and usage

Perspectives

- Phonetics
- Phonology
- Morphology
- Syntax
- Semantics
- Psycholinguistics
- Historical Linguistics etc.

Language Research

Purpose
- Analyzes language use, meaning, & communication

Approach
- Examines language in social contexts, power dynamics, and identity construction.

Techniques
- Discourse Analysis, Conversation Analysis, Content Analysis, Linguistic Ethnography

Techniques/Key methods:
- Discourse analysis, conversation analysis, and ethnography of communication..

SEMIOTICS

Definition

- Study of sins symbols, examining how meaning is created, communicated and interpreted.

Perspectives

- Syntactic
- Semantics
- pragmatics

Semiotic Research

Purpose

- Investigating how meaning is created, negotiated, and contested through signs and symbols.

Approach

- Examines signs, symbols, and meanings in human communication and culture.

Techniques

- Semiotic analysis, discourse analysis, content analysis, visual analysis.

Variable

- Signs & Symbols

EMERGING PERSPECTIVES IN QUALITATIVE RESEARCH

EMERGENT PERSPECTIVES

Nursing

- Munhall & Oiler 1986
- Strauss & Corbin 1990
- Morse 1994

Education

- Jacob 1987
- Lancy 1993

Social Sciences

- Denzin & Lincoln 1994
- Miles & Huberman

EDUCATION

Jacob 1987

- Holistic Ethnography
- Cognitive Anthropology
- Ethnography of Communication
- Symbolic Interaction

Lancy 1993

- Anthropological Perspectives
- Sociological Perspectives
- Biological Perspectives
- Case Studies
- Personal Accounts
- Cognitive Studies
- Historical Inquiries

NURSING

General Perspectives

- Ethnography
- Phenomenology
- Grounded Theory

Munhall & Oiler 1986

- Historical Research

Strauss & Corbin 1990

- Life History
- Conversational Analysis

Morse 1994

- Ethno Science

SOCIAL SCIENCES

Denzin & Lincoln 1994

- Ethnography
- Grounded Theory
- Phenomenology, Ethno Methodology,& Interpretive Practices
- Case Studies
- Biographical
- Historical Research
- Clinical Research

Miles & Huberman 1994

- Approaches to Qualitative Data Analysis
- Interpretivism
- Social Anthropology
- Collaborative Social Research

PSYCHOLOGY

Agreement

- Ethnography
- phenomenology

Moustakos 1994

- Grounded Theory
- Hermeneutics
- Empirical Phenomenology
- Heuristic Research
- Transcendental Phenomenology
- Studies of Artefacts

Slife & Williams 1995

- Categories of Qualitative Research
- Phenomenology
- Studies of Artifacts

Biographic Research

- Life History
- Personal Accounts
- Historical Research
- Historical Inquiries

Ethnographic Research

- Anthropological Perspectives
- Ethnography
- Holistic Ethnography
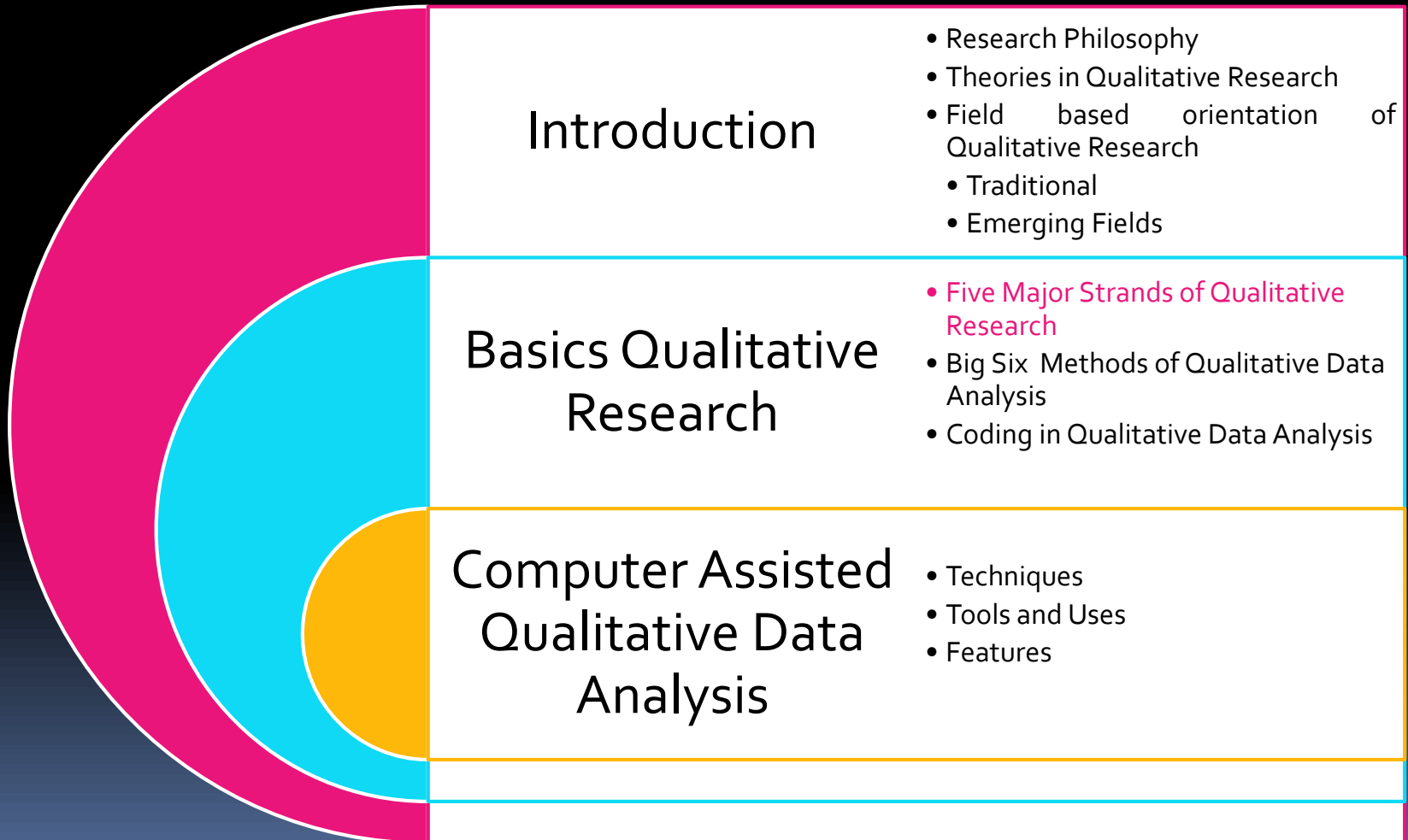- Ethnography of Communication
- Ethno Science
- Cognitive Anthropology

Language Studies

- Conversational Analysis
- Symbolic Interaction
- Ethnography of Communication
- Symbolic Interaction

FIVE MAJOR STRANDS OF QUALITATIVE RESEARCH

OUTLINE OF THE DISCUSSION

Introduction
- Research Philosophy
- Theories in Qualitative Research
- Field based orientation of Qualitative Research
  - Traditional
  - Emerging Fields

Basics Qualitative Research
- Five Major Strands of Qualitative Research
- Big Six Methods of Qualitative Data Analysis
- Coding in Qualitative Data Analysis

Computer Assisted Qualitative Data Analysis
- Techniques
- Tools and Uses
- Features

Five Major Strands of Qualitative

Biography

Phenomenology

Ethnography

Grounded Theory

Case Study

QUALITATIVE RESEARCH

Thinking Process

Social Process

Discovery Process

Dynamic Process

Biography

Introduction

- A biography is a written account of a person's life: experiences, achievements, and relationships.

- It can be a comprehensive & detailed narrative, covering the entirety or specific of the person's life .

- Offer a unique perspective & deeper understanding of experiences, achievements, and impact on the world.

Purpose

- Understand historical events and cultural context.

- Gain insight into a person's thoughts, feelings, and motivations.

- Learn about achievements and contributions.

- Appreciate the person's impact on society and their legacy.

- Develop empathy and understanding of human experiences.

Types of Biographies

1. Personal

- **Autobiography**: Written by the person themselves.
- **Memoir**: A personal and reflective account of a person's life.

2.By Others

- **Authorized:** Written with consent & cooperation.
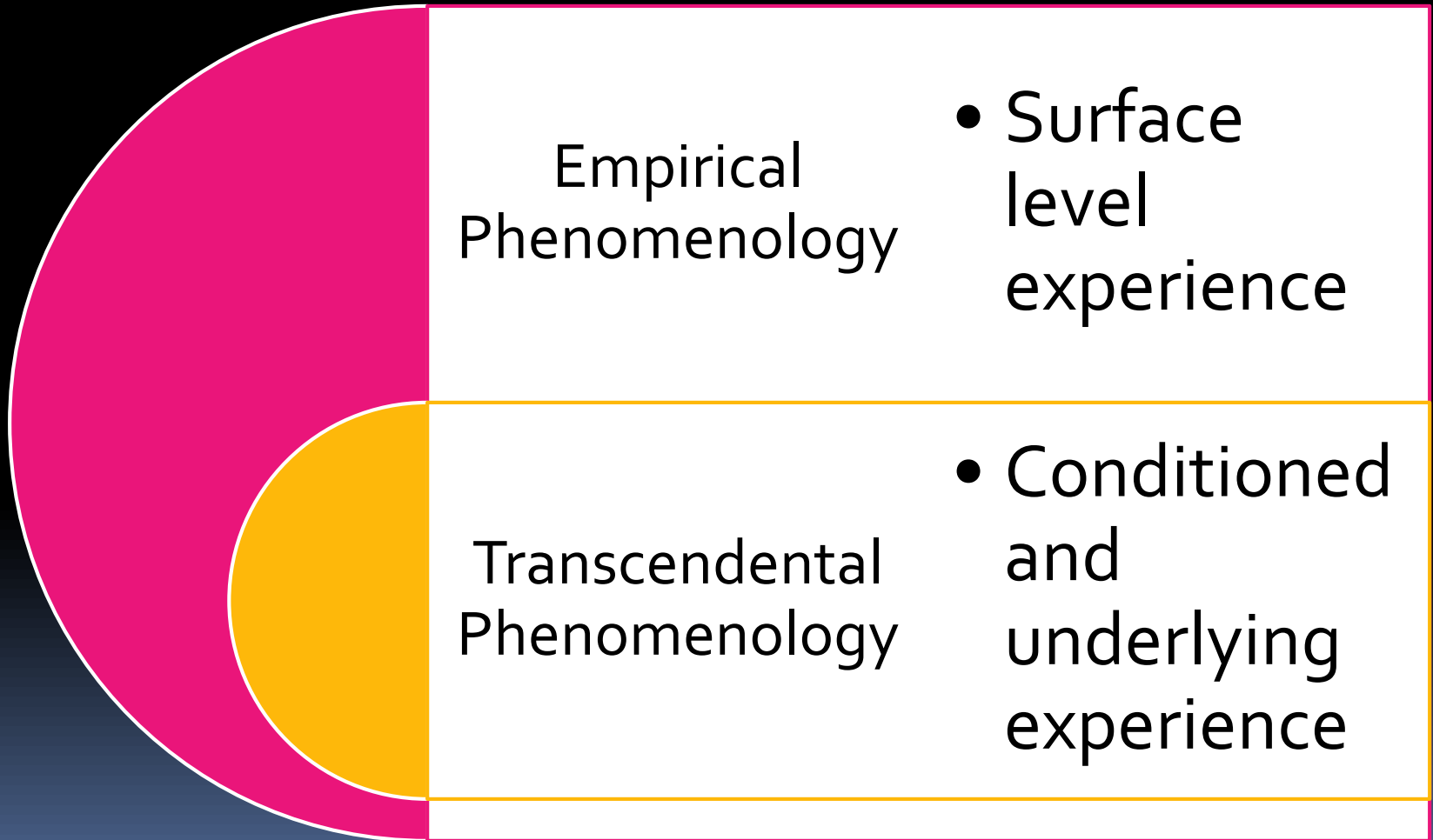- **Unauthorized**: Written without consent or cooperation.

3. Context

- **Historical:** Focuses on historical accounts & events.
- **Psychological:** Focus on mental and emotional life.
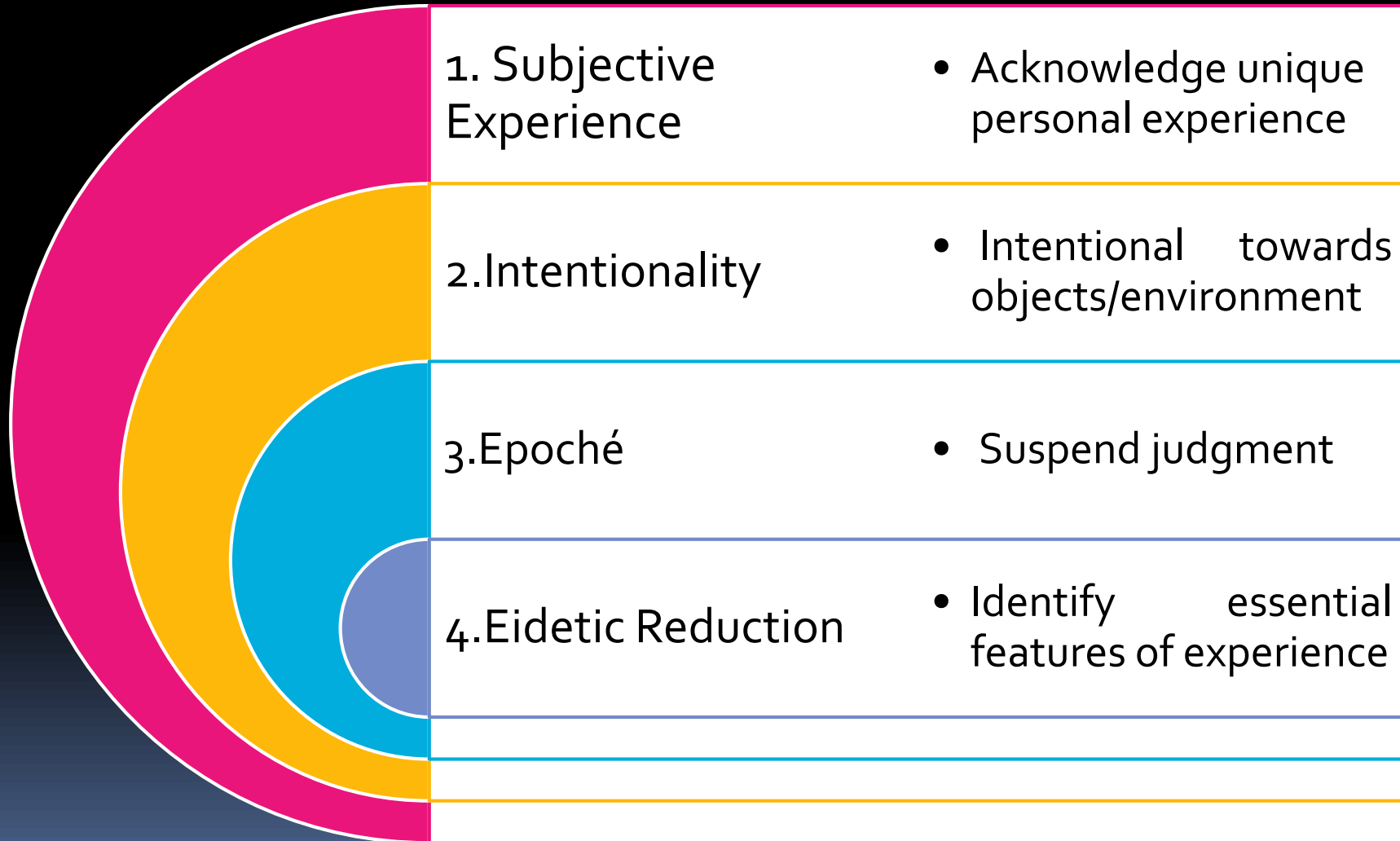
PHENOMENOLOGY

Introduction

- Phenomenology focuses on understanding human **experiences** and **consciousness**.

- Aims at uncovering the **meaning** and **structure** of subjective experiences: **perceptions**, **thoughts**, and **feelings**.

- Emphasizes a **systematic** and **rigorous** approach to studying **conscious experiences**.

- Uncovers the intricacies of human experiences, fostering a deeper understanding of consciousness and subjective phenomena.
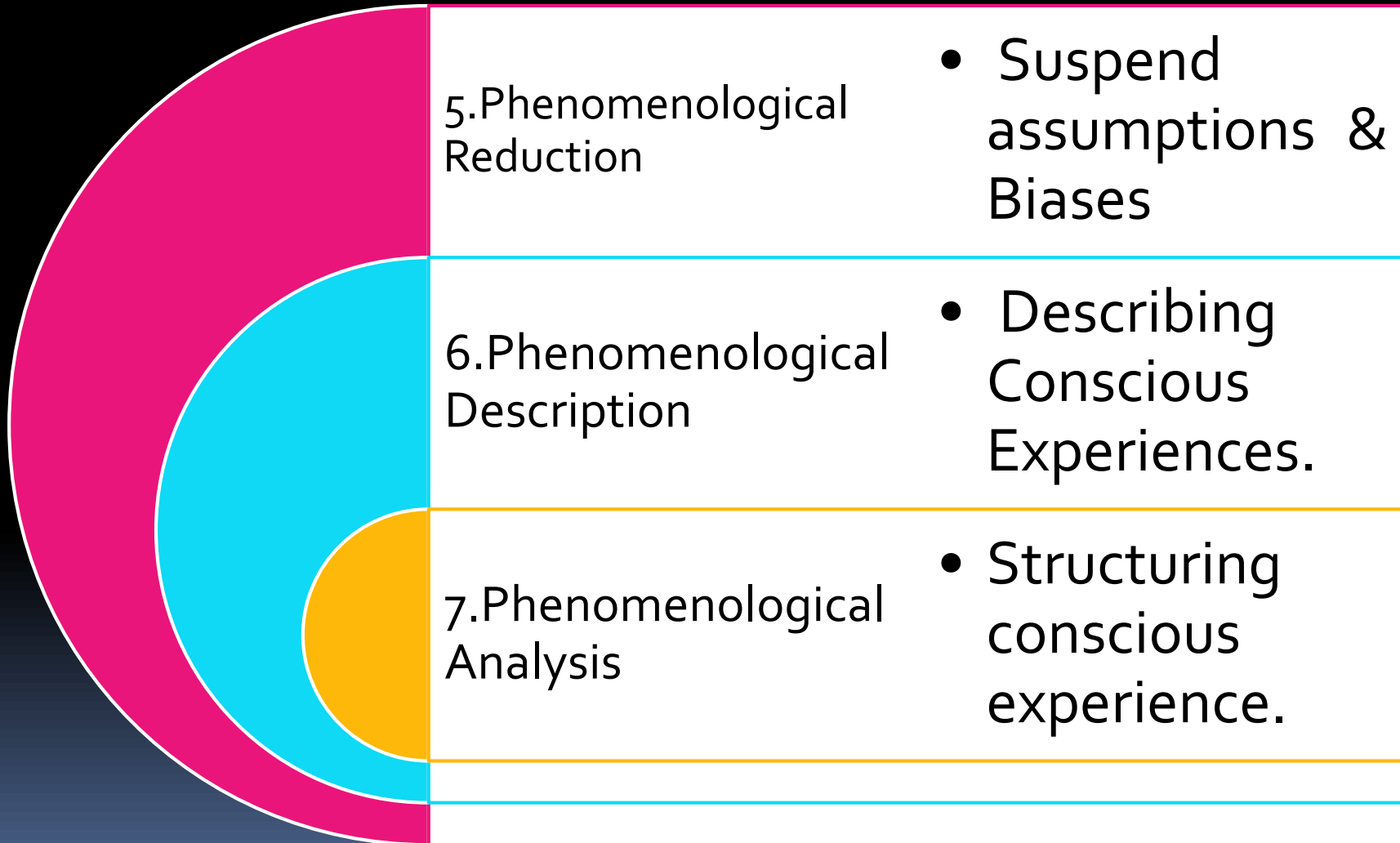
TYPES OF PHENOMENOLOGY

Empirical Phenomenology

- Surface level experience

Transcendental Phenomenology

- Conditioned and underlying experience

FEATURES OF PHENOMENOLOGY

1. Subjective Experience	• Acknowledge unique personal experience
2. Intentionality	• Intentional towards objects/environment
3. Epoché	• Suspend judgment
4. Eidetic Reduction	• Identify essential features of experience

Features of Phenomenology

5.Phenomenological Reduction	• Suspend assumptions & Biases
6.Phenomenological Description	• Describing Conscious Experiences.
7.Phenomenological Analysis	• Structuring conscious experience.

Benefits

1. In-depth understanding of subjective experiences
2. Reveals hidden meanings and assumptions
3. Enhances empathy and understanding of others' perspectives
4. Informing design and policy decisions
5. Developing new theories and concepts

Limitations

- Subjectivity and bias
- Difficulty in articulating conscious experiences
- Complexity of analyzing and interpreting data
- Limited generalizability
- Requires specialized training and expertise

Ethnography

- The research methodology used in social sciences, particularly in anthropology and sociology to study human cultures, behaviors and social phenomena.

- Use immersive and participatory techniques for data gathering and gaining deep understanding of the research context

- Ethnography helps researchers to gain a deeper understanding of human experiences and cultures, ultimately informing meaningful solutions and innovations.

Key Features of Ethnography

- Long-term Involvement
- Participant Observation

- In-depth Interviews
- Field Notes & Data Collection

- Holistic Approach
- Reflexivity

Characteristics

Long-term involvement	Researchers spend extended periods in the field, often months or years, to gain a rich understanding of the culture and context.
Participant observation	Researchers engage with the community, participate in activities, and observe behaviors to gain a firsthand perspective.
In-depth interviews	Researchers conduct open-ended interviews to gather detailed insights and perspectives from individuals.
Field notes and data collection	Researchers keep detailed notes, records, and collect artifacts to document their findings.
Holistic approach	Ethnography considers the broader cultural, social, and historical context to understand the research phenomenon.
Reflexivity	Researchers acknowledge their own biases and positionality, recognizing how they influence the research process and findings.

Benefits of Anthropology

- Rich, contextual understanding
- In-depth insights into human behaviors and cultures
- Identification of patterns and themes
- Informing policy, practice, and decision-making
- Developing culturally sensitive and appropriate solutions

Challenges of Ethnography

Challenges

- Time-consuming and resource-intensive
- Researchers' biases and positionality
- Ethical considerations (informed consent, privacy)
- Data analysis and interpretation complexities
- Generalizability limitations (context-specific findings)

GROUNDED THEORY

Introduction

- Grounded theory involves a systematic and *inductive approach* for *data collection* & *analysis* for *theory generation* to **explain** a *phenomenon*.

- Its an iterative and flexible approach that requires a *deep understanding* of the *data* and the *research context*.

- Using steps & principles, for developing a rich and contextualized theory that explains the phenomenon under study.

Uses of Grounded Theory

Exploring Complex Phenomena

Identifying Patterns & Themes

Developing New Theories & Concepts

Informing Policy & Practice Decisions

Culturally Sensitive & Appropriate Solutions

STRATEGIES AND APPROACHES IN GROUNDED THEORY

Glaser & Strauss (1967)

- Comparing incidents applicable to each category
- Integrating categories and their properties
- Delimiting the theory

Glaser (1978)

- Substantive coding (open then selective coding)
- Theoretical coding (Use Coding Families)

STRATEGIES AND APPROACHES IN GROUNDED THEORY

Strauss & Corbin (1990, 1998)

- Open coding
- Axial coding
- Selective Coding

Charmaz (2006, 2014)

- Initial Coding
- Focused Coding
- Theoretical Coding

STAGES OF GROUNDED THEORY

Data Collection

Open Coding

Axial Coding

Selective Coding

Memoing & Note Taking

Theoretical Sensitivity

Constant Comparison

CASE STUDY

Introduction

- A case study is an in-depth examination of a single case or a small number of cases: involving a detailed analysis of a particular *individual*, *group*, *organization*, or *phenomenon*.

- A detailed understanding of a phenomenon, with a holistic approach to data collection & analysis.

- It offers a unique opportunity to gain a detailed understanding of *a complex issue*, providing valuable *insights* and *contextual knowledge*

Types of Case studies

1. Exploratory
- Explores a new phenomenon or concept.

2. Instrumental
- Examines a specific issue or problem.

3. Collective
- Analyzes multiple cases to identify patterns.

4. Explanatory
- Seeks to explain a particular phenomenon.

5. Descriptive
- Provides a detailed description of a case.

Features of A Case Study

- In-depth Analysis
- Single or Small No. of Cases
- Detailed data Collection

- Holistic approach
- Contextual understanding

- Rich & Detailed Data
- Often involves Qualitative Data

Examples

1. A study of a successful business turnaround
2. An examination of a school's effective teaching practices
3. A detailed analysis of a patient's treatment plan
4. A case study of a community's response to a natural disaster
5. An in-depth look at a political leader's decision-making process

OTHERS STRANDS OF QUALITATIVE RESEARCH

HEURISTIC RESEARCH

- Heuristic research is a qualitative research methodology that focuses on exploring and understanding a phenomenon or experience through *an iterative* and *cyclical process* of *data collection*, *analysis*, and *interpretation*.
- It is based on the principles of hermeneutics and phenomenology
- Offers a unique and in-depth approach to understanding complex phenomena, but requires flexibility and expertise

FEATURES AND APPROACH

Subjective interpretation
- The researcher's experiences/biases are acknowledged for exploration.

Iterative cycles
- Data collection, analysis, and interpretation are repeated in cycles

Inductive approach
- Theories and concepts emerge from the data

Flexible design
- The design is adaptable and evolves as the research progresses.

Emphasis on meaning
- Focus is on understanding the meaning and significance of the phenomenon, rather than just describing it.

HEURISTIC RESEARCH PROCESS

Initial engagement

- Immersing oneself in the phenomenon or experience

Data collection

- Gathering data through various sources (e.g., interviews, observations, texts

Analysis and interpretation

- Identifying patterns, themes, and meanings

Iterative cycles

- Refining and deepening understanding through repeated cycles

Writing and reporting

- Sharing the findings and insights with others

COGNITIVE PSYCHOLOGY

- Cognitive psychology, is the scientific study of the mind as an information processor.

- Cognitive psychology focuses on studying mental processes, including how people perceive, think, remember, learn, solve problems, and make decisions.

- It is an interdisciplinary scientific investigation of the mind and intelligence, encompassing the ideas and methods of psychology, linguistics, philosophy, computer science, artificial intelligence (AI), neuroscience, and anthropology

COGNITIVE STUDIES

Definition

- Cognitive studies, also known as cognitive psychology, is the scientific study of the mind as an information processor

Focus

- Cognitive psychology focuses on studying mental processes, including how people perceive, think, remember, learn, solve problems, and make decisions

Approach

- It is an interdisciplinary scientific investigation of the mind and intelligence, encompassing the ideas and methods of psychology, linguistics, philosophy, computer science, artificial intelligence (AI), neuroscience, and anthropology [2].

HERMENEUTICS

Definition

- Hermeneutics is the theory and methodology of interpretation, particularly of texts, but also of other forms of communication and human expression.

Purpose

- Offers a nuanced and contextual approach to understanding, emphasizing the complexity and richness of human communication and expression.

Approach

- It involves understanding and explaining the meaning of a text or phenomenon, taking into account its historical, cultural, and social context

FEATURES OF HERMENEUTICS

Understanding
- A deep, intuitive grasp of meaning

Interpretation
- The process of making meaning explicit

Context
- The historical, cultural, and social setting of a text or phenomenon

Preunderstanding
- The interpreter's prior knowledge and biases

The hermeneutical circle
- The iterative process of understanding and interpretation

Thanks