

Chapter 9

Qualitative Approach

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Characteristics of Qualitative Research Design

- Flexible, elastic
- Almost always nonexperimental
- Intent to thoroughly describe or explain
- Real-world, naturalistic settings
- Cross-sectional or longitudinal
- **Emergent**: ongoing analysis guiding design decisions

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Terms used in quantitative and qualitative studies

Concept	Quantitative	Qualitative
Person contributing information	Subject participant	Participant informant
Person conduct study	Researcher Investigator.	Researcher Investigator
What to be investigated	Concept variable	Concept phenomena

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Terms used in quantitative and qualitative studies

Concept	Quantitative	Qualitative
Information gathered	Numerical data	Narrative data
Connection between concept	Cause and effect relationship	patterns

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Quantitative and Qualitative Research

<u>Quantitative</u>	<u>Qualitative</u>
Orderly procedures	Dynamic design
Pre-specified plan	Holistic
Control over context	Context-bound
Formal measurement	Humans as instruments
Quantitative information	Qualitative information
Seeks generalizations	Seeks patterns

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Qualitative Approach

- Concerns with the subjective feeling and experiences.
- The individual’s perspective vs the population.

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Qualitative vs. quantitative

<ul style="list-style-type: none">• <u>Quantitative</u>• Based on concept, manipulation and control of phenomena.• Use empirical data gathered by senses.	<ul style="list-style-type: none">• <u>Qualitative</u>• Individual not the researcher interpretation of events or circumstances is the focus of qualitative design.• Attempt to obtain rich, deep and valid data.
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Qualitative vs. quantitative

<ul style="list-style-type: none">• <u>Quantitative</u>• Focus on testing of hypothesis.• Use deductive approach	<ul style="list-style-type: none">• <u>Qualitative</u>• Concerned with in-depth description of people, events.• Data collected through unstructured interview and observation.• The researcher search a pattern and themes.• Use inductive approach.
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Types of qualitative research

- Phenomenology.
- Ethnography
- Grounded theory.
- Hermeneutic.
- Historical studies
- Ethnonursing

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1. Phenomenology

- Examine human experience through description that are provided by people.
- The experience is called “the lived experience”.
- The goal is to describe the meaning that experiences hold for each subject.
- The subjects are asked to describe their experiences as they perceive them.

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Phenomenology

- Example: “what is it like for a mother to live with a child who is dying of cancer?”
- “ to explore the meaning of loneliness for elder living in nursing homes”.

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2. Ethnographic

- Collection and analysis of data about cultural group.
- “learn from people”
- Systematic process of observing, describing, documenting and analyzing the life way of particular pattern of a culture in order to grasp the life way or pattern of people in their familiar environment.

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Ethnographic

- The researcher become a part of a culture.
- The researcher explore the symbols, ritual and customs of the people.
- Data collection and analysis occur at the same time.

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Example of ethnography

- explore the organ donation beliefs in Arab Muslim group.
- To investigate the perception of change in body shape in mid-aged women, living in western culture

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3. Grounded theory

- An approach to the study of social process and social structure.
- An approach to collect data and analyzing qualitative data that aims to develop theories grounded in real world observation.
- Data are collected and analyzed and then a theory is developed.

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Example of grounded theory

- To investigate the women responses to domestic violent relationship.

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Data collection in qualitative studies.

- **Semi-structure interview**
- **Open ended questions**
- Life histories
- Diaries.
- Personal collection, photographs
- documents
- Participant observation
- To allow flexibility

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Data collection: Narrative Analysis

- Data collection not limited by certain time but until data saturation.
- The number of the subject in qualitative study is small

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Data analysis in qualitative studies

- Examination of words not numbers
- Content analysis: examination of data to create categories of data and find a pattern

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Triangulation

- The use of quantitative and qualitative method to collect and interpret data about a phenomena in the same study.

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**Example of a phenomenological study:**

Rungreangkulkij and Chesla (2001) conducted a phenomenological study of Thai mothers' experiences caring for a child with schizophrenia. In-depth interviews were conducted with 12 Thai mothers who had adult schizophrenic children. Findings centered on the mothers' attempts to smooth their hearts with lots of water. In Thai culture, the metaphor of water and fire is used to help people calm down when experiencing negative emotions such as anger or frustration.

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**Example of an ethnoscience study:**

Banister (1999) investigated midlife women's perceptions of their changing bodies in Western culture using an ethnoscience approach. Eleven women 40 to 53 years of age were interviewed and their transcripts were analyzed using Spradley and McCurdy's (1972) method.

Research Example of a Phenomenological Study

McInnis and White (2001) conducted a phenomenological study to explore the meaning of loneliness for 20 older adults living in the community. Before data collection, the researchers made every effort to bracket their presuppositions. For example, one of the researchers bracketed her extensive experience as a geropsychiatric nurse.

In-depth interviews were conducted with each older adult. The two main questions asked were, "Tell me about your loneliness" and "Describe the circumstances around this experience" (p. 132). The interviews were recorded, transcribed, and then analyzed using Giorgi's phenomenological method. This method entailed (1) reading and rereading the transcripts to dwell with the data, (2) identifying meaning units from each transcript, (3) expressing the psychological insight contained in each meaning unit, and (4) synthesizing all the formulated meanings into the essence of the experience.

The essence of the experience of loneliness for these elders consisted of five themes. One such theme was that loneliness is a state of anxiety or fear, influenced by dependency or the fear of it, and the decreased level of functioning. An excerpt illustrating this theme is as follows:

You are so alone and you don't have anybody, you're almost afraid, don't want the night to come ... you see, during the day you might go out to the store or things like that ... but at night you sit and a woman is not going to be running around at night. (p. 134)