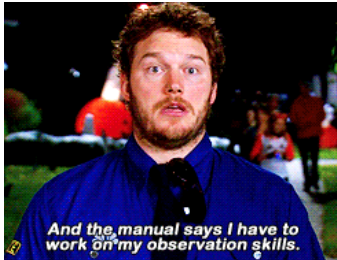# Week 8

Words, words, and more words.

Today.

- Defining features.
- Spectrum of qualitative designs.
- Data collection techniques.
- Analysis of qual data.

Qualitative Research

Defining features.

- *Researchers* as *key instruments.*

- Data collection, more like **data generation**.

- **Natural setting**, instead of lab or controlled setting.

- Systematic, yet retains **flexibility**. Researchers are reflexive of the process.

Types

- Narrative.

- Ethnography.

- Phenomenology.

- Case Study.

- Qualitative Description.

- Grounded Theory.

Narrative

- Roots in the humanities.

- Focuses on individuals.

- Stories used to bring understanding of lived experiences.

- In-depth, conversational, and unstructured interviews.

- Specific types: **life history**; **oral history**.

Narrative example.

- Interview with 24-year old man with visual impairment to understand experience of physical education and how he navigated those experiences.

  (Haegele, 2019)

Ethnography

- Roots in anthropology.

- Understand culture or a cultural group.

- Shared experiences, behaviors, values, and beliefs.

- Immerse self in "exotic" cultures differently from self.

- Observation main technique; also use interviews and document analysis.

- Specific types: **Critical ethnography** (political or advocacy); **Autoethnography** (one's culture or self-narrative).

- **"What are the cultural characteristics of this group of people or of this cultural scene?"**

- Field-based

- Personalized (day-to-day; face-to-face contact)

- Multifactorial (two or more data collection techniques employed; can be qualitative & quantitative)

- Long-term commitment (e.g., several years)

- Inductive (builds toward general patterns or explanatory theories)

- Dialogic (communication between researcher & participants)

- Holistic (yield the fullest possible portrait of the group under study)

Ethnography example.

- Research with a spinal cord injury using autoethnographic analysis of personal journal entries that were written over 20-year period, particularly while pregnant, to understand the broader culture of disability, pregnancy, and childbirth.

(Kuttai, 2010)

Phenomenology

- Study of a *phenomenon* or concept through lived experience.

- Strong philosophical roots. Critical of scientific method.

- Human consciousness and lived experience provide understanding of *nature of social reality*.

- Multiple in-depth interviews, as well as other sources. Researchers typically "**bracket**" thoughts prior to collection.

- Specific types: **Interpretative phenomenological analysis** (IPA) (perception); **Empirical phenomenology** (descriptive; essential structure(s)).

Phenomenology example.

- Interviewing parents about their experiences attempting to be physically active in their own community with a child(ren) on the autism spectrum.
  (Blagrave & Colombo-Dougovito, 2019)

12

Case study

- Identifies **what** to be studied, by not **how**.

- Focus on complexity and distinctiveness of a case within context.

- Detailed, in-depth description. Extensive data collection involving multiple sources.

- Specific types: **intrinsic case study** (complexity of the case); **instrumental case study** (issue of interest); and **collective case study** (several instrumental cases).

13

Case study example.

- Observations (n = 16) of 6.5-year old boy on the autism spectrum to understand changes in behavior and benefits of non-directive play therapy.
  (Josefi & Ryan, 2004)

14

Qualitative description.

- Develop comprehensive description and summary of phenomenon or event.

- Little interpretation.

- Often confused with more rigorous method.

- Provide description in "lay language".

15

Qualitative description example.

- Interviewing boys on the autism spectrum to understand the experiences of physical education in primary school.

(Healy, Msetfi, & Gallagher, 2013)

KINE 5100   16

Grounded theory.

- Generation and analysis of data to construct theory.

- Explanation or event, process, action, or phenomenon.

- Rooted in sociology.

- Rigorous, systematic collection that stays rooted in the data.

- Difficulty knowing when one has reached **data saturation**.

- Open coding, Axial coding, Selective coding, Theoretical coding

- Specific types: **Glassian** (pure inductive); **Straussian** (strict structure); or **Constructivist** (theory constructed based on experience)**.**
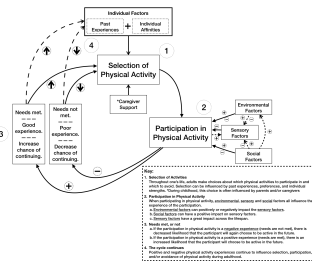
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Grounded theory example.

- Interviewing 23 adults resulting in 1200+ codes about the process of autistic adults experience of physical activity across their lifespan

(Colombo-Dougovito, Blagrave, & Healy, in review)

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Activity (Discussion #1 - Part 1)

- Find one of the sources that you cited in your problem statement that uses qualitative methods.

- Skip to the Method section.

- Look to see what type of design that they used.

- Does that match their purpose?

KINE 5100   19

KINE 5100   20

Sampling

KINE 5100   20

Purposeful sampling.

- aka purposive sampling.
- Recruit information-rich participants who will purposefully inform an understanding of the topic being studied.

1. Extreme or deviant cases
2. Intensity sampling
3. Maximum-variation sampling
4. Homogeneous sampling
5. Typical-case sampling
6. Stratified purposeful sampling
7. Critical-case sampling

8. Snowball or chain sampling
9. Criterion sampling
10. Theoretical sampling
11. Confirming and disconfirming cases
12. Opportunistic sampling
13. Purposeful random sampling
14. Sampling politically important cases

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1. **Extreme or deviant cases**: The selection of the cases might be to choose individuals or sites that are unusual or special in some way.

   - Ex: analyze the highly successful program and compare it to one that failed.

2. **Intensity (typical case) sampling**: It's similar to the extreme-case strategy, except there is less emphasis on extreme.

   - Explore rich information on the typical cases.

KINE 5100   22

3. **Maximum-variation sampling (heterogeneity):** Maximize the variation (on phenomenon of interest) within the sample and indicate their major difference.

   • Often used to understand how a phenomenon is seen or understood by different people, in different settings, at different times (e.g., for an agricultural research program variation may include: climate, level of government support, rainfall)

4. **Homogeneous sampling (contrast to Max-Var):** The researcher seeks to describe the experience of subgroups of people who share similar characteristics. (e.g., typically demographic)

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5. **Stratified purposeful sampling**

   A. A combination of sampling strategies.

   B. Subgroups are chosen on specified criteria, a sample of cases is selected within those strata.

6. **Critical-case sampling:** Study a very important, critical case. (usually done when funds are limited; particularly helpful in exploratory research

7. **Snowball or chain sampling**: The research starts with a key person and introduce the next one to become a chain.

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8. **Criterion sampling**: The researcher sets up a criterion and identifies cases that meet that criterion.

   • Ex: study cases that passed the TOEFL last semester.

9. **Theoretical Sampling**: (common in grounded theory). Constant comparative method...the need to collect more data to examine categories and their relationships in order to fully derive a theory.

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10. **Confirming and disconfirming cases**

11. **Opportunistic sampling**

12. **Purposeful random sampling**

13. **Sampling politically important cases**

Sample size.

1. **Scope of study:** topics with broad focus will take longer and need to include more participants.

2. **Nature of topic**: Obvious and clear or abstract and complex.

3. **Quality of data:** Some participants will not provide same depth as others.

4. **Number of interviews per participant**: More interviews with participants may require fewer participants.

5. **Study design**: Is there a need for multiple points of view at different levels?

Activity (Discussion #1 - Part 2)

- Get article back out.

- Skip to the Method section.

- Look the sampling procedure that they used.

- What is their reason?

- Strengths? Weaknesses?

Data Generation

Methods

- Can vary by study, fits to design & purpose.

- Interviews most common, though other data may be needed.

- New methods are being developed every year (e.g., photovoice, collaborative drawing).

- Four main types: **interviews**, **observations**, **written documents**, & **visual data**.

Interviews

- One-on-one interviews v group interviews (e.g., focus groups, talking circles).

- Individual interview might be for sensitive topic, or individuals from broad geographical area.

- Group increases interaction among participants.

- Need to build **rapport**. May have to norm questions.

- Types: **structured**, **unstructured**, or **semi-structured.**

- Questions: **open-ended** v **close-ended.**

Observations

- Need to be in the "field."

- May **start broad** during initial visits; becomes more specific as read of interest become apparent.

- Forms: **complete participant** (takes part); **participant as observer** (both); **observer as participant** (participation secondary); and **complete observer** (no interaction).

- Data is field notes.
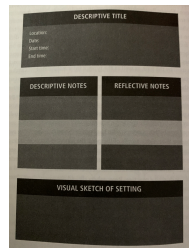
Written documents.

- Public sources (e.g., newspapers, public polices, historical archives, social media).

- Collected from participants (e.g., log books, diaries, performance reports).

- Usually used in-addition-to, but can be primary source.

Visual data.

- Can draw upon: photographs, drawing, mapping, diagrams, or videos.

- Can be used during other data collection procedures or to support deeper data generation.

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Activity (Discussion #2 - Part 1)

- Get article back out.

- Skip to the Method section.

- Look the method that they used to generate data.

- Strengths? Weaknesses?

KINE 5100   35

KINE 5100   36

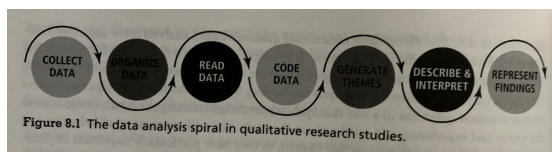# Analysis & Interpretation

KINE 5100   36

Data.

- May need to be transcribed.

- Needs organization.

- What are goals of analysis: **taxonomy**; **themes**; or **theory**.

- Is it **inductive** (emergent) or **deductive** (based on prior framework or categories)?

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Data is immediate, ongoing, and spiral.

Figure 8.1 The data analysis spiral in qualitative research studies.

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General steps.

1. Organize and prepare data. (e.g., transcribe, remove identifiers, winnow data)

2. Read or look at all the data. (Don't get lost)

3. Start coding all the data. (e.g., conceptual, relationship, participate perspective, participant characteristic, setting)

4. Generate descriptions or themes.

5. Decide how the findings will be represented.

6. Interpret the findings.

KINE 5100   39

Activity (Discussion #2 - Part 2)

- Get article back out.

- Skip to the results/findings and discussion section.

- How did they analyze the data?.

- How were findings interpreted and reported?

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Conclusion

- Qualitative methods focus on experiences to inform findings.

- Researcher plays an essential role; acts as a research instrument.

- Qual methods just as valid as quan methods.

- Requires larger investment in time during collection and analysis, but interpretation usually faster.