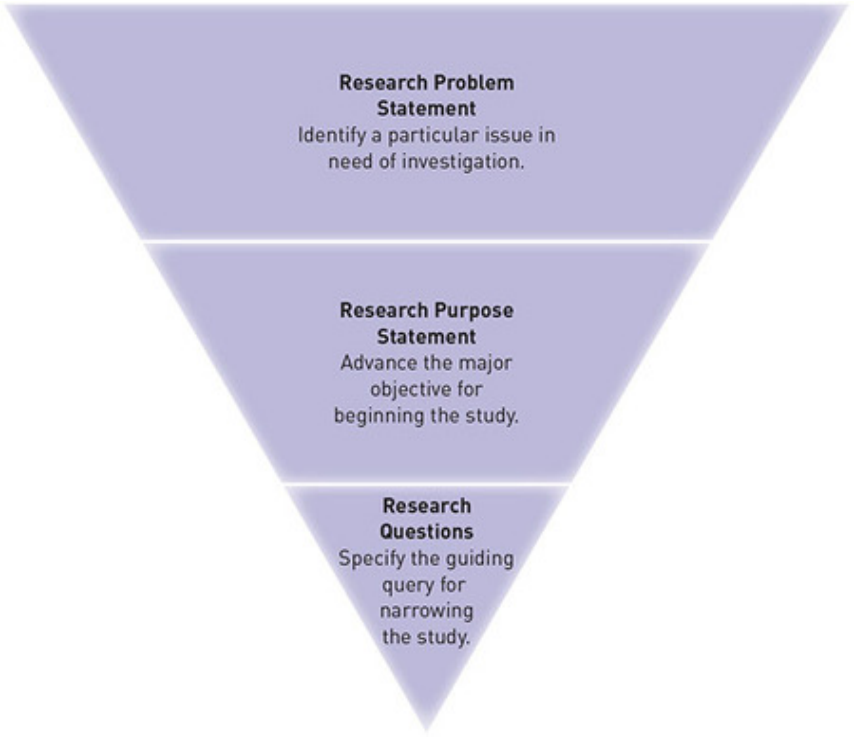
Activity: Introducing and Focusing the Study & Collecting Data

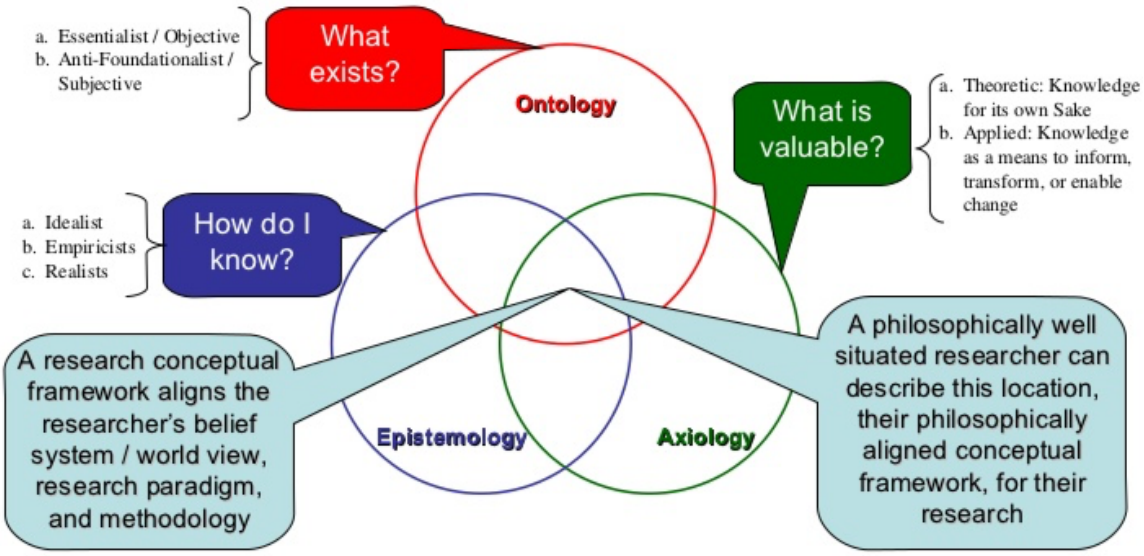
Groups	(Very) General Topic	#	Group Members	Qualitative Approach
1	Consequences of ecosystem changes for human well-being in Niagara (county? region? US/Canada?)	1	Barbara Surace	Case Study
		2	Nick Gilewski	Ethnography
		3	Cori Thurman	Grounded Theory
		4	Kanasha Blue	Phenomenology
		5	Brian Bray	Narrative
		6	Ola Adelakun	Narrative
2	Envisioning the future of hospitality services in Niagara (county? region? US/Canada?).	1	Unique Outlaw	Case Study
		2	Caressa Guerrero	Ethnography
		3	Kevin Barrett	Grounded Theory
		4	Hui Cao	Phenomenology
		5	Clement Kwakye	Narrative
3	Social justice and power in organizations in Niagara (county? region? US/Canada?)	1	Lisa Condino	Case Study
		2	Debbie McCleary	Ethnography
		3	Ivan Aguilera	Grounded Theory
		4	Amada Recio	Phenomenology
		5	Shaun Smith	Phenomenology
		6	Darci Novak	Narrative

Name: _____

General Topic: _____

Qualitative Approach: _____





Durant-Law, G. (2005). The Philosophical Trinity, Soft Systems Methodology and Grounded Theory. Unpublished manuscript. http://www.durantlaw.info/sites/durantlaw.info/files/The%20Philosophical%20Trinity%20Soft%20Systems%20Methodology%20and%

Assumptions	Quantitative	Qualitative
Ontological (Reality)	*Single reality (best solution, optimization, prototype)*	*Multiple (sides of) realities (by situations of…participants/ subjects)*
Epistemological (Researcher's roles)	*Distant view and independent (no relationship between researcher and subjects such as public opinions)*	*Close distance view and interaction (involving, collaboration)*
Axiological (Value and Judgment)	*Objective, value-free/ unbiased (general, no side or no personal statement)*	*Subjective, value laden/ biased (identify position, from the perspective of…)*

Paradigm	Ontology *What is reality?*	Epistemology *How can I know reality?*	Theoretical Perspective *Which approach do you use to know something?*	Methodology *How do you go about finding out?*	Method *What techniques do you use to find out?*
Positivism	There is a single reality or truth (more realist).	Reality can be measured and hence the focus is on reliable and valid tools to obtain that.	Positivism Post-positivism	Experimental research Survey research	Usually quantitative, could include: Sampling Measurement and scaling Statistical analysis Questionnaire Focus group Interview
Constructivist / Interpretive	There is no single reality or truth. Reality is created by individuals in groups (less realist).	Therefore, reality needs to be interpreted. It is used to discover the underlying meaning of events and activities.	Interpretivism (reality needs to be interpreted) • Phenomenology • Symbolic interactionism • Hermeneutics Critical Inquiry Feminism	Ethnography Grounded Theory Phenomenological research Heuristic inquiry Action Research Discourse Analysis Femenist Standpoint research etc	Usually qualitative, could include: Qualitative interview Observation Participant Non participant Case study Life history Narrative Theme identification etc
Pragmatism	Reality is constantly renegotiated, debated, interpreted in light of its usefulness in new unpredictable situations.	The best method is one that solves problems. Finding out is the means, change is the underlying aim.	Deweyan pragmatism *Research through design*	Mixed methods Design-based research Action research	Combination of any of the above and more, such as data mining expert review, usability testing, physical prototype
Subjectivism	Reality is what we perceive to be real	All knowledge is purely a matter of perspective.	Postmodernism Structuralism Post-structralism	Discourse theory Archaeology Genealogy Deconstruction etc.	Autoethnography Semiotics Literary analysis Pastiche Intertextuality etc.
Critical	Realities are socially constructed entities that are under constant internal influence.	Reality and knowledge is both socially constructed and influenced by power relations from within society	Marxism Queer theory feminism	critical discourse analysis, critical ethnography action research ideology critique	Ideological review Civil actions open-ended interviews, focus groups, open-ended questionnaires, open-ended observations, and journals.

1. Qualitative Research Problem Statement (need of the study—this can come from personal experience, job-related problem, research agenda or existing body of literature)

_____

_____

_____

_____

2. Purpose Statement (major objective or intent; "road map" to the study)

TABLE 6.1 ● Words to Use in Encoding the Purpose Statement

Narrative	Phenomenology	Grounded Theory	Ethnography	Case Study
• Narrative study • Stories • Epiphanies • Lived experiences • Chronology	• Phenomenology • Describe • Experiences • Meaning • Essence	• Grounded theory • Generate • Develop • Propositions • Process • Substantive theory	• Ethnography • Culture-sharing group • Cultural behavior and language • Cultural portrait • Cultural themes	• Case study • Bounded • Single or collective case • Event, process, program, individual

_____

_____

_____

_____

3. Research questions (open-ended, evolving and nondirectional)
(exploratory / explanatory / descriptive / emancipatory—social action)

Start with: What…..? How….?

a. Overarching research question

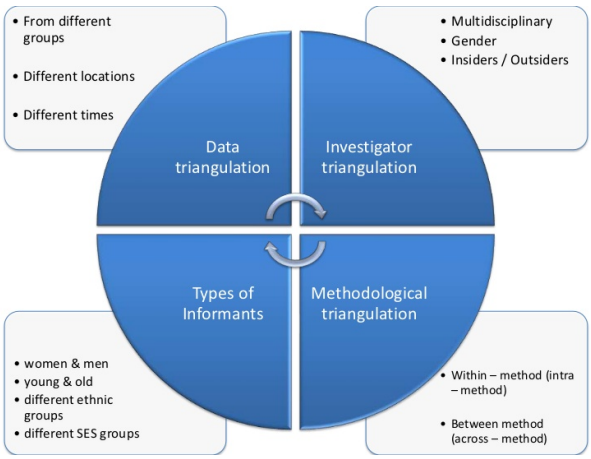
_____

_____

_____

b. Subquestions (related to topics, issues, procedures)

4. Data Collection



a. Identifying site and/or individual(s)

b. Determining how to gain access and make rapport (e.g., IRB approval, gatekeeper, reciprocity, etc.)

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

c. Sampling (purposeful vs. probability) (sampling actors, settings, events, artifacts)

TABLE 7.3 ● Typology of Sampling Strategies in Qualitative Inquiry

Type of Sampling	Purpose
Maximum variation	Documents diverse variations of individuals or sites based on specific characteristics
Homogeneous	Focuses, reduces, simplifies, and facilitates group interviewing
Critical case	Permits logical generalization and maximum application of information to other cases
Theory based	Elaborates on and examines a construct of a theory or the entire theory
Confirming and disconfirming cases	Elaborates on initial analysis, seeks exceptions, and looks for variation
Snowball or chain	Identifies cases of interest from people who know people who know what cases are information-rich
Extreme or deviant case	Learns from highly unusual manifestations of the phenomenon of interest
Typical case	Highlights what is normal or average
Intensity	Seeks information-rich cases that manifest the phenomenon intensely but not extremely
Politically important	Attracts desired attention or avoids attracting undesired attention
Random purposeful	Adds credibility to sample when potential purposeful sample is too large
Stratified purposeful	Illustrates subgroups and facilitates comparisons
Criterion	Seeks cases that meet some criterion; useful for quality assurance
Opportunistic	Follows new leads; taking advantage of the unexpected
Combination or mixed	Meets multiple interests and needs through triangulation, flexibility
Convenience	Saves time, money, and effort, but at the expense of information and credibility

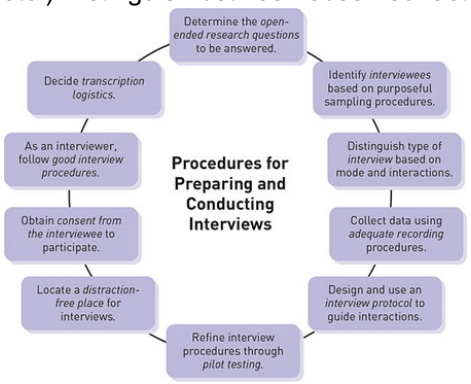
Source: Miles and Huberman (1994, p. 28). Reprinted with permission from SAGE.

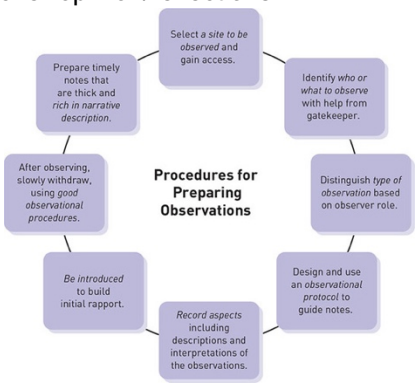
d. Collecting data (interviews, observations, documents, audiovisual materials, digital archives, Internet, tests, surveys, etc.) (synchronous vs asynchronous)

TABLE 7.1 ● Data Collection Activities by Five Approaches

Data Collection Activity	Narrative	Phenomenology	Grounded Theory	Ethnography	Case Study
What is traditionally studied (sites or individuals)?	Single individual, accessible, and distinctive by their stories of experience	Multiple individuals who have experienced the phenomenon	Multiple individuals who have responded to an action or participated in a process about a central phenomenon	Members of a culture-sharing group or individuals representative of the group	A bounded system, such as a process, an activity, an event, a program, or multiple individuals
What are typical access and rapport procedures (access and rapport)?	Gaining permission from individuals, obtaining access to information in archives	Finding people who have experienced the phenomenon	Locating a homogeneous sample	Gaining access through the gatekeeper, gaining the confidence of informants	Gaining access through the gatekeeper, gaining the confidence of participants
How does one select a site or individuals to study (purposeful sampling strategies)?	Several strategies, depending on the person (e.g., convenient, politically important, typical, a critical case)	Finding individuals who have experienced the phenomenon, a "criterion" sample	Finding a homogeneous sample, a "theory-based" sample, a "theoretical" sample	Finding a cultural group to which one is a "stranger," a "representative" sample	Finding a "case" or "cases," an "atypical" case, or a "maximum variation" or "extreme" case
What type of information typically is collected (forms of data)?	Documents and archival material, open-ended interviews, subject journaling, participant observation, casual chatting; typically a single individual	Interviews with a range of people (e.g., 5 to 25)	Primarily interviews with 20 to 30 people to achieve detail in the theory	Participant observations, interviews, artifacts, and documents of a single culture-sharing group	Extensive forms, such as documents and records, interviews, observation, and physical artifacts for 1 to 4 cases
How is information recorded (recording information)?	Notes, interview protocol	Interviews, often multiple interviews with the same individuals	Interview protocol, field notes, memoing	Field notes, interview and observational protocols	Field notes, interview and observational protocols
What are common data collection issues (field issues)?	Access to materials, authenticity of account and materials	Bracketing one's experiences, logistics of interviewing	Interviewing issues (e.g., logistics, openness)	Field issues (e.g., reflexivity, reactivity, reciprocality, "going native," divulging private information, deception)	Interviewing and observing issues
How is information typically stored (storing data)?	File folders, digital files	Transcriptions, digital files	Transcriptions, digital files	Field notes, transcriptions, digital files	Field notes, transcriptions, digital files

e. Recording data (e.g., protocols, fieldnotes, mapping, photographing, sound recording, etc.) Distinguish between observed facts and researcher opinion/reflections.





_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

f. Field Issues (e.g., building trust and credibility for purposes of entry and access; potential ethical issues; making sure that researcher does not force, interrupt, suppress or oppress subjects)

TABLE 7.2 ● Examples of Ethical Issues and Details to Describe by Data Collection Activity

Data Collection Activity	Examples of Ethics Issues to Anticipate and Address	Examples of Details to Describe
The site or individual	Situations where site selection might raise power issues with researchers (e.g., research within own work context). Consider alternatives free of power concerns	Site or individual selection rationale and procedures
Access and rapport	Sites requiring local approvals for access. Identify additional review processes and gatekeeper for help	Site access and permission rationale and procedures
	Participants' informed of study procedures and their rights. Seek consent from appropriate individuals for participation	Individual consent procedures
	Become familiar with research context and population. Find out about cultural, religious, gender, and other differences that need to be respected	Rapport building rationale and procedures
Sampling strategy	Participants aware of why they are invited to participate with reference to the study purpose	Sample selection rationale and recruitment procedures
Forms of data	Situations where data collection might disrupt the site and be appropriate for the participants	Data source selection rationale
	Consider how the researcher goes about eliciting information with participants, provides appropriate rewards for participating, and attends to opportunities for reciprocity	Data procedures
Recording procedures	Situations when recording might be intrusive and participants informed of measures taken for maintaining confidentiality	Data recording rationale and procedures
Field issues	Consider various issues as entry and access, appropriateness of data forms, and procedures for information collection	Varies
Data storage	Store data and materials in secure locations and be attentive to intended use of data	Data management procedures and use

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

g. Storing data

_____

_____

_____

_____