

Chapter 3 - Designing a Qualitative Study

Topics: When to Use Qualitative Research

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What a Qualitative Study Requires From Us

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When to Use Qualitative Research

- Main reason to conduct qualitative research:
 - A problem or issue needs to be explored!
 - Attempt to gain a complex understanding of the issue



When to Use Qualitative Research

- We conduct qualitative research to:
 - Empower individuals to share their stories
 - Minimize power relationships that could exist
 - Follow up quantitative research
 - Develop theories to address gaps

Figure 3.1 When to use Qualitative Research

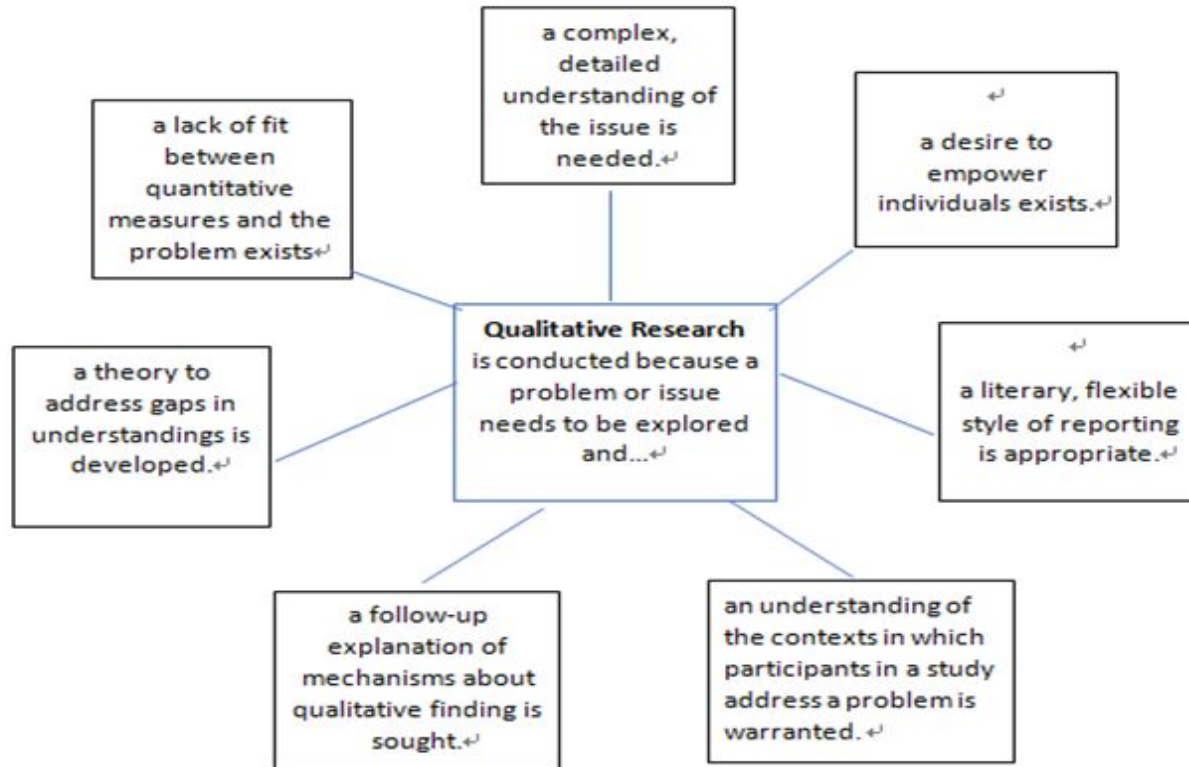


Figure 3.1. When to Use Qualitative Research. Adapted from *Qualitative Inquiry & Research Design* (page 46), by Author J. W. Creswell and C.N. Poth, 2018, Thousand Oaks, California: SAGE. Copyright 2018 by SAGE Publications, Inc.,

What a Qualitative Study Requires from Us

Qualitative researchers should:

- Commit to extensive time in the field
- Engage in the complex, time-consuming process of data analysis
- Write lengthy and descriptive passages
- Embrace dynamic and emergent procedures
- Attend to anticipated and developing ethical issues