


# Chapter 6

## A Bird's Eye View of Qualitative Research

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### ABSTRACT

*This chapter provides a comprehensive overview of qualitative research, catering to both novice and experienced researchers. It explores the philosophical foundations, research designs, sample selection, and coding intricacies. Emphasizing the paramount importance of research quality, it offers strategies for rigor, credibility, and transferability. Navigating the multifaceted landscape of data analysis, the chapter equips readers with diverse methodologies. Serving as a valuable resource, it guides researchers in conceptualizing studies, refining questions, and interpreting findings. This bird's eye view empowers researchers to confidently navigate the nuanced terrain of qualitative inquiry, ensuring proficiency in conducting robust and meaningful research.*

### INTRODUCTION

The purpose of this book chapter is to provide an overview of qualitative research especially for novice learners, graduate students, etc. What is qualitative research? Philosophical Assumptions of Qualitative Research, Research Designs, Selecting Samples, Coding, Quality of Qualitative Research, Data Analysis, etc.

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## **What is Qualitative Research?**

Researchers are motivated to conduct research to better understand a phenomenon. They take a methodical approach to learning more about the intricate problem they are curious about. There is more than one way for them to gather information about the problem they are looking into. Researchers employ a variety of research methodologies. One of those methods is the qualitative research approach. What exactly is a qualitative study? What is its nature?

Yin (2011) makes no attempt to define qualitative research precisely. Instead, he concentrates on five aspects related to qualitative research: 1. Examining the importance of the lives of individuals in actual-life situations 2. Represent people's and groups' points of view 3. The social context in which people live is addressed. 4. To shed light on current or new ideas that may aid in describing social behavior in humans. 5. Attempting to rely on numerous sources of proof instead of just one

According to Yin (2011), qualitative research enables researchers to undertake in-depth examinations on a diverse range of issues from many fields. A qualitative design can be used by researchers who want to examine a real-world situation, learn how individuals manage and flourish within that environment, and capture the context-specific complexity of everyday life for individuals.

Berg (2001) defines qualitative research as "the investigation of various social settings and the people who inhabit them." Qualitative studies, according to Fraenkel and Wallen (2005), are investigations which examine the worth of connection, actions, circumstances, as well as resources. Naturalistic inquiry, inductive analysis, holistic perspective, qualitative data, human touch and knowledge, dynamic structures, distinctive case position, situational awareness, assertive neutrality, and adaptability in design are among the ten primary qualitative data qualities displayed. These ten traits are an excellent approach to summarize a qualitative investigation.

A qualitative study, as defined by Creswell (2012), starts with the creation of a research problem. The researcher must, however, provide a reason for researching this topic. The most compelling reason may be to fill a knowledge gap. Following problem identification and framing with literature, the problem must be introduced in such a manner that the conversation anticipates one of the five positions to investigation indicated in his book. According to Creswell (2012), there are various approaches to qualitative research. He exhibits several authors who classified distinct qualitative research methodologies and presents several approaches in his theory: grounded theory, phenomenology, narrative research, and ethnography. Depending on the research question, the researcher decides which approach to take.

Although both qualitative and quantitative research aim to gather information for the advancement of knowledge, their interests, methodologies, and analyses differ, so they are conducted and reported in different ways.

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