

Chapter 14

Simple Guide to Conduct Qualitative Research Using Grounded Theory Method

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ABSTRACT

Conducting qualitative research is an art. A skilled artist produces a high-quality piece of artwork using experience, tools, and intrinsic attributes developed over the years. In the same manner, a qualitative researcher produces a high-quality piece of research. Novice researchers need to gradually develop understanding and practice the fundamentals of qualitative research. In this context, the current chapter provides guided practical sessions, and research problems for experimentation and to improve their research capabilities. Conceptual sessions address interview technologies, recording tools, transcribing standards, coding, memoing, categorizing, and development of themes, which are the fundamentals in the grounded theory approach. The guided practical sessions that are selected carefully to make the targeted research group more comfortable and familiar with the coding process focus on the application of grounded theory approach for researchers to get a better understanding of concepts while clearing potential doubts in applications.

INTRODUCTION

The term “grounded” means the lowest possible level. Conventional research is conducted to describe research problems with the help of existing theoretical framework. Although such attempts may contribute to extend the existing knowledge,

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the finding may show unavoidable shortcomings due to confirmation to assumptions of the existing theoretical framework.

The “Grounded Theory” approach minimizes such shortages. It advocates the use of any theoretical framework other than methods followed in the process of building a new concept. The concept is established using original data gathered from original primary sources.

BACKGROUND

The foundation for using the grounded theory approach is data gathered from qualitative research. Typically, it can be from surveys and interviews. If you wish to conduct high quality research using the grounded theory approach, surveys and interviews should be designed very carefully to capture the original data while maintaining neutrality to avoid any bias (Macdonald, & Birdi, 2019). The author does not intend to describe survey design and interview design in this chapter, but it is important to note the criticality of their designs to conduct quality qualitative research (Morgan., 2015). However, in order to provide an indication, author emphasize that well-designed open-ended questions and semi-structured interviews are recommended.

“Grounded Theory” method in qualitative research falls under interplay of “Inductive approach” and “Deductive approach”. That means, the observations and textual data are processed to search for patterns and then to develop an explanation which ultimately ends up with a theory or new knowledge inductive and deductive approaches. Findings from the grounded theory approach are always subject to criticism as the process of coding and categorizing will have subjective element of bias and the quality of researchers who conduct analysis. Hence, researchers are always advised to maintain neutrality and use a triangulation mechanism where findings are telling the similar pattern when you deal with other related analysis such as quantitative analysis. Case studies can be used to strengthen more cohesion of the findings (Chenail et al., 2011). Such mechanisms will generate strong arguments for and against the findings from qualitative research.

MAIN FOCUS OF THE CHAPTER

The purpose of this chapter is to give novice career researchers an introduction to understanding the Grounded Theory Method in a simple way and use it in their qualitative research approaches. The examples given in the chapter allow the reader to gather a better coverage, including interviews, transcribing, coding process, achieving

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