

# Qualitative Research Designs

LIEZL RILLERA-ASTUDILLO (2023)



# Qualitative Research as a Blueprint

- The primary objective of researchers is to find meaning, in that they aim to understand “what it is like” under certain situations (Willig, 2008).
- Queries such as, “What is it like to be an athlete in the midst of a pandemic?” or “How do teachers collaborate on this online setup?” or “What is the meaning of safety to a worker in a hybrid setup?” are regarded as qualitatively driven.
- The qualitative researcher’s primary intention are to describe and probably explain certain events, but never to predict (Willig, 2008).
- Iterative



# A Sample of a Qualitative Research Question



It starts with a research question that is specific enough to give you direction.

TOPIC: I AM INTERESTED IN OLYMPIISM(insufficient)

Examples:

~~How does “olympism” as a concept emerge in a school setting?~~

~~How is olympism imparted in sports training?~~

~~What is it like for an athlete to feel a sense of olympism ?~~





# What will we cover today?

**ETHNOGRAPHY**

**PHENOMENOLOGY**

**CASE STUDY**

**GROUNDED THEORY**

**NARRATIVE RESEARCH**



**SEARCH FOR  
MEANING**

**01**

**FORMULATING  
QUESTIONS**

**02**

**PROCEDURE**

**03**

**DISCUSSION  
SCOPE**



# Ethnography

**Culture – material and immaterial components**

**Reflections of the past, performances of the present, directions for cultural change and growth (e.g. RAP MUSIC)**


**In situ**

**Cultural map – representation of the culture, stories of the culture, or cultural performance.**


**Meaning includes structure and function.**

**NETNOGRAPHY – ethnographic research online**





# **Ethnography Example: Among Coaches in the University**



**Understand the training practices coaches in a remote setup. These practices must be reflective of a university coaches' lived experiences.**

**How do the practices reflect on the cultural past, perform the cultural present, and direct culture change and growth?**

**Go beyond the superficial by exploring the underlying functions of these practices.**



# Ethnography

- Determine if this design is the right fit for your RQs
- Identify your culture-sharing group
- Select cultural themes/concepts
- Determine the type of ethnography (realist vs. critical)
- Collect data on field
- Write about the cultural portrait or map







# Phenomenology



- **It involves looking at everyday experiences in a different way.**
- **It may serve as the voice of the marginalized. (e.g. Students with SPMI)**
- **It is primarily retrospective. (Reflection of a past experience)**
- **It may come in the form of either DESCRIPTIVE or INTERPRETATIVE ANALYSIS (IPA).**
- **Either way, it is seeing through the lens of the person of interest.**


○  
**Example : What is it like to be ghosted?**




# Phenomenology

- Determine if this design is the right fit for your RQs
- Identify a phenomenon of interest
- Select cultural themes/concepts
- Determine the type of phenomenology (Hermeneutical vs. transcendental)
- Collect data (usually through interviews)
- Write about the "lived experience" or "essence of the experience"





# Phenom Example Example: Healthcare Workers in the Midst of the Pandemic



- Lived experiences of nurses in the ER ward;
  - The essence of experience of medical doctors assigned to a
- COVID ward
- 

# Case Study



**Bounded System – specific, complex, and functioning whole.**

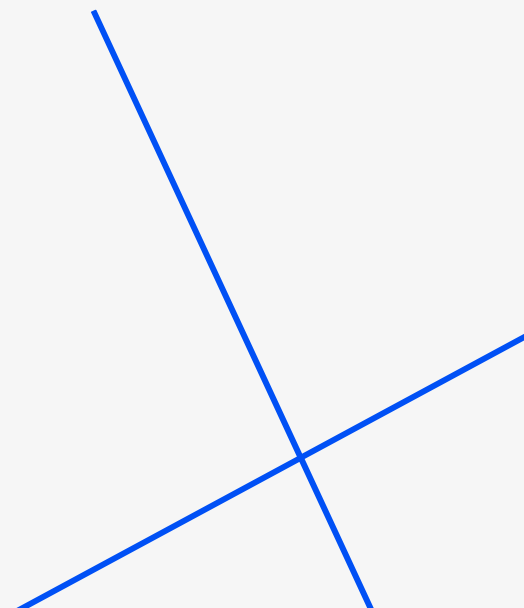
**Bounded by space, time or purpose.**

**SYSTEM: wholeness, non-summativity, interdependence, and equilibrium.**

**Single case or collective cases**

**Person/Institution/Event**

**Triangulation**



# Case Study


- Determine if this design is the right fit for your RQs
- Identify the case/s
- Employ extensive data collection methods
- Make analysis either embedded or holistic; carry out within- to cross-case analysis
- Make interpretations: "lessons learned"





# Case Study Sample

## Combining Sport and Study: The Case of Student Scholars in a Certain High School

- provide a holistic description of the dual-career experience of student scholars
  - determine factors that facilitate success of student scholars
- 

# Narrative Research



**Analysis of Narratives (analysis of themes across stories)**

**Narrative Analysis – configuring events to create a plotline**

**Biographical/Autobiographical/Oral history**



# Narrative Research

- Determine if this design is the right fit for your RQs
- Select your "storyteller" (KI)
- Collect information about the context of the story
- Engage in a restorying process
- Collaborate with the storyteller/s







# Narrative Research Samples



**The process of healing from cultural wounds inflicted in childhood among female emerging adults: A Narrative Study**



# Grounded Theory

**Traditions: Strauss & Corbin (1990, 1998) and Charmaz (1998)**

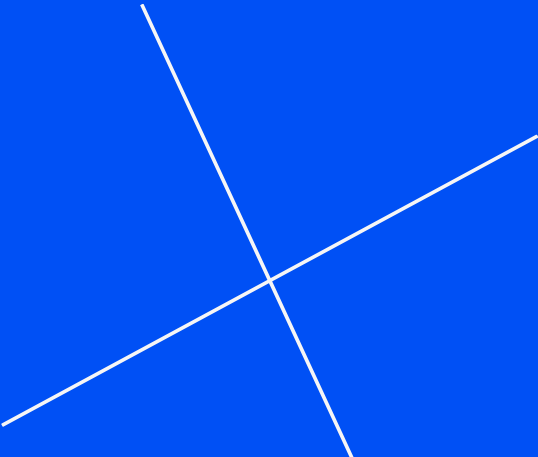



**Strauss & Corbin: more systematic; grounding data to form a theory; zigzag process to form the "category"; constant comparative method; from core phenom to to categories of the core phenom**

**Charmaz: more flexible; constructivist view in that the context, researchers' views and the participants' views, values, opinions are taken into consideration; use of active phrase (gerund) e.g. living..., recasting...**

# Grounded Theory

## Ideal Leadership Identity among Filipino Generation Y Managers: A Grounded Theory





**end of  
lecture**