QUALITATIVE RESEARCH OVERVIEW

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Qualitative Research is favorable to the study of processes in their natural surroundings, since it says that processes are inseparable from their context and that their understanding must therefore be rooted in the personal characteristics and experience of the participants, their personal histories, gender, race etc.
CLASSIFICATION OF QUALITATIVE DATA SOURCES

QR Procedures

Direct
- Observation
- Focus groups
- Depth Interview
- Content Analysis

Indirect
- Projective Techniques
- Association Techniques
- Completion Techniques
- Construction Techniques
- Expressive Techniques
- Sociometry
- New
- Choice/Ordering
QUALITATIVE VS QUANTITATIVE

- **Qualitative research** investigates objectives in a way that is meant to describe or understand something.

- **Quantitative research** looks to measure and formulate the facts about that something.
Qualitative research is a method of inquiry that develops understanding on human and social sciences, to find the way people think and feel.

Quantitative research is a research method that is used to generate numerical data and hard facts, by employing statistical, logical and mathematical technique.
## Qualitative vs Quantitative

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<thead>
<tr>
<th></th>
<th>Qualitative</th>
<th>Quantative</th>
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<tbody>
<tr>
<td><strong>Focus</strong></td>
<td>Quality or meaning of experience</td>
<td>Quantity, Frequency, Magnitude</td>
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<td><strong>Philosophical Roots</strong></td>
<td>Constructivism, Interpretivism</td>
<td>Positivism</td>
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<td><strong>Goals</strong></td>
<td>Understand, Describe, Discover</td>
<td>Predict, control, confirm, test</td>
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<tr>
<td><strong>Design</strong></td>
<td>Flexible, Evolving, emerging</td>
<td>Structured, predetermined</td>
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<tr>
<td><strong>Data Collection</strong></td>
<td>Researcher as Instrument</td>
<td>External Instruments, tests, surveys</td>
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**Observation Method**

- This method involves viewing and recording individuals, groups, organizations or events in a scientific manner in order to collect data related to the topic under study.

- There are types of Observation Methods
  - Structured
  - Unstructured
Structured - Cadbury’s when they introduce a new chocolate in the market, they carry out an observation study by the following ways:

- Taste
- Preference among the age groups
- Region wise sale
- Health issues after consuming the product

Since clearly defined parameters are noted. This can be used in cross-sectional descriptive studies.
Un Structured - Observation of Consumer experiences at a service location, this could be a bank, a restaurant or a doctor’s clinic to get an insight into the intangible needs and individual behaviour of service personnel. There can be unhappy or delightful consumers.

Here, if clear mandates about what to observe might miss out on important elements of the service experience which might be critical in delivering a superior value.
CONTENT ANALYSIS

- This technique involves studying a previously recorded communication and systematically and objectively breaking it up into more manageable units that are related to the topic under study.

- Content analysis is very useful technique when one has a large quantity of text as data and it needs to be structured in order to arrive at some definite conclusions about the variables under study.
Robert Merton and his colleagues in the 1940s in Columbia University.

A focus group is a highly versatile and dynamic method of collecting information form a representative group of respondents.

This process involves a moderator who maneuvers the discussion.

The moderator initiates the discussion and then the group carries it forward by holding a focused and an interactive discussion.
KEY ELEMENTS OF A FOCUS GROUP

- Size
- Nature
- Acquaintance
- Setting
- Time period
- The recording
- The moderator
## Stages in a Focus Group

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<tr>
<th>Stage</th>
<th>Affective Patterns</th>
<th>Behaviour Patterns</th>
<th>Moderator’s Role</th>
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<tbody>
<tr>
<td>Forming</td>
<td>Group Members are uncomfortable, insecure and a little lost</td>
<td>General talks, greetings and introductions, mundane activity</td>
<td>Tries to bring clarity by explaining the purpose of gathering together, and the expected behaviour during the discussion</td>
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<tr>
<td>Storming</td>
<td>There is chaos, as emotions start flying with members questioning others and voicing their own opinion</td>
<td>Arguments directed at each other or trying to seek support from Moderator.</td>
<td>Steers the direction to the topic rather than arguments which might go off the subject</td>
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<tr>
<td>Norming</td>
<td>Cliques and sides start forming based on the stand that people have taken</td>
<td>People have got the hang of the process and do not really need any steering by the moderator</td>
<td>Sequences the information and manages time at this junction</td>
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<tr>
<td>Performing</td>
<td>Individuals are submissive to the group, roles are flexible and task oriented</td>
<td>Everything seems easy, high energy, group works without being asked.</td>
<td>Introduces difficult issues, stimulus material, projective techniques</td>
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TYPES OF FOCUS GROUPS

- Two-way focus groups
- Dual-moderator group
- Fencing-moderator group
- Friendship groups
- Mini-groups
- Creativity groups
- Brand-obessive groups
- Online focus groups
EVALUATING FOCUS GROUPS AS A METHOD

- Idea generation
- Group dynamics
- Process dynamics
- Reliability and validity
- Scientific process
- Moderator/Investigator bias
Interview Methods

- Telephone
  - Traditional
  - Computer-Assisted
- Personal
  - At home
  - Mail
  - Computer Assisted
The steps undertaken for the conduction of a personal Interview are somewhat similar in nature to a focus group discussion. They are

- **Interview objective** - This step includes a clear definition of the construct/variable to be studied.
- **Interview guidelines** - Typical interview may take 20 mins or may last to an hour. A brief outline to be used by the investigator is given.
Two other methods that are rich in terms of output but are difficult to conduct as they require considerable Training on the part of the Investigator are

- Projective Techniques
- Sociometry
This technique involves presenting the respondents a relatively ambiguous object on which the researcher superimposes his own thoughts and feelings.

The method involves direct questioning and analysis.
KINDS OF PROJECTIVE TECHNIQUES

- Association technique
- Talking to elders
- Construction techniques
- Choice or Ordering techniques
- Expressive techniques
Sociometry is a method of evaluating the group behaviour and intergroup relations. This technique is more of use in studies carried out in Organisational Behaviour and Human Resource Areas.
Thank You