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ANSWERS

TRUSTWORTHINESS

Trustworthiness or rigor of a study refers to the degree of confidence in data, interpretation, and methods used to ensure the quality of a study (Pilot & Beck, 2014). In each study, researchers should establish the protocols and procedures necessary for a study to be considered worthy of consideration by readers (Amankwaa, 2016). Although most experts agree trustworthiness is necessary, debates have been waged in the literature as to what constitutes trustworthiness (Leung, 2015).

SATURATION OF DATA

Data saturation refers to the point in the research process when no new information is discovered in data analysis, and this redundancy signals to researchers that data collection may cease. Saturation means that a researcher can be reasonably assured that further data collection would yield similar results and serve to confirm emerging themes and conclusions. When researchers can claim that they have collected enough data to achieve their research purpose, they should report how, when, and to what degree they achieved data saturation.

CONTENT ANALYSIS APPROACH

Content analysis is a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data (i.e. text). Using content analysis, researchers can quantify and analyze the presence, meanings and relationships of such certain words, themes, or concepts. Researchers can then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of surrounding the text

TYPES OF CONTENT ANALYSIS

**Conceptual Analysis**

Typically people think of conceptual analysis when they think of content analysis. In conceptual analysis, a concept is chosen for examination and the analysis involves quantifying and counting its presence. The main goal is to examine the occurrence of selected terms in the data. Terms may be explicit or implicit. Explicit terms are easy to identify. Coding of implicit terms is more complicated: you need to decide the level of implication and base judgments on subjectivity (issue for reliability and validity). Therefore, coding of implicit terms involves using a dictionary or contextual translation rules or both.

**Relational Analysis**

Relational analysis begins like conceptual analysis, where a concept is chosen for examination. However, the analysis involves exploring the relationships between concepts. Individual concepts are viewed as having no inherent meaning and rather the meaning is a product of the relationships among concepts.

To begin a relational content analysis, first identify a research question and choose a sample or samples for analysis. The research question must be focused so the concept types are not open to interpretation and can be summarized. Next, select text for analysis. Select text for analysis carefully by balancing having enough information for a thorough analysis so results are not limited with having information that is too extensive so that the coding process becomes too arduous and heavy to supply meaningful and worthwhile results.

USES OF CONCEPTUAL ANALYSIS

1. Identify the intentions, focus or communication trends of an individual, group or institution
2. Describe attitudinal and behavioral responses to communications
3. Determine psychological or emotional state of persons or groups
4. Reveal international differences in communication content
5. Reveal patterns in communication content
6. Pre-test and improve an intervention or survey prior to launch
7. Analyze focus group interviews and open-ended questions to complement quantitative data

IN DEPTH INTERVIEW GUIDE

**In-depth interviews are a qualitative data collection method that involves direct, one-on-one engagement with individual participants. In-depth interviewing can take place face-to-face, or in some cases over the phone. However, for the latter to be effective and to deliver reliable information, the interviewer must be highly skilled to prevent data loss. In-depth interviews are sometimes referred as depth interviews, or by the a acronym IDI.**