**16/mhs02/049**

**Oyebola oluwatoyin Mary**

**Assignment;**

**Qualitative research strategy is commonly called the interpretative research that rely heavily on “thick” verbal descriptions of a particular social context being studied.**

**Explain the following concepts used in qualitative research:**

 **1. Trustworthiness**

**2. Saturation of data**

**3. Content analysis approach**

**4. In-depth interview guide**

1. TRUSTWORTHINESS;

For quantitative studies, trustworthiness is referred to as validity and reliability. However, in qualitative studies, it is more obscure because it is put in different terms. Since qualitative researchers do not use instruments with established metrics about validity and reliability, it is pertinent to address how qualitative researchers establish that the research study’s findings are credible, transferable, confirmable, and dependable. Trustworthiness is all about establishing these four things, which are:

* Credibility is the how confident the qualitative researcher is in the truth of the research study’s findings. This boils down to the question of “How do you know that your findings are true and accurate?” Qualitative researchers can use triangulation to show the research study’s findings are credible.
* Transferability is how the qualitative researcher demonstrates that the research study’s findings are applicable to other contexts. In this case, “other contexts” can mean similar situations, similar populations, and similar phenomena. Qualitative researchers can use thick description to show that the research study’s findings can be applicable to other contexts, circumstances, and situations.
* Confirmability is the degree of neutrality in the research study’s findings. In other words, this means that the findings are based on participants’ responses and not any potential bias or personal motivations of the researcher. This involves making sure that researcher bias does not skew the interpretation of what the research participants said to fit a certain narrative. To establish confirmability, qualitative researchers can provide an audit trail, which highlights every step of data analysis that was made in order to provide a rationale for the decisions made. This helps establish that the research study’s findings accurately portray participants’ responses.
* Dependability is the extent that the study could be repeated by other researchers and that the findings would be consistent. In other words, if a person wanted to replicate your study, they should have enough information from your research report to do so and obtain similar findings as your study did. A qualitative researcher can use inquiry audit in order to establish dependability, which requires an outside person to review and examine the research process and the data analysis in order to ensure that the findings are consistent and could be repeated.
1. SATURATION OF DATA;

Data saturation is a term used in research to indicate that no new information is expected to be added that will enhance or change the findings of a study. Data saturation is important to achieve. It is reached when there is enough information to replicate the study, when the ability of obtain additional new information has been attained, and when further coding (identification of themes) is no longer feasible.

The concept of data saturation is considered to be a neglected one. This is because it is a concept that is hard to define. What is data saturation for one is not nearly enough for another.

There are two ways in which data saturation plays itself out in research:

* Data saturation in sampling; When a researcher chooses respondents for a study (conducts ‘sampling’), they may do so using ‘theoretical sampling’. This means they will continue adding new units to the sample until the study has reached a saturation point; that is, until no new data are produced through inclusion and analysis of new units. Theoretical sampling is an approach to acquiring respondents for research that is related to an approached called ‘grounded theory’ and is characterized by the fact that the collection of data is controlled by the emerging theory. The researcher has to constantly look for new units and data, and justify the theoretical purpose for which each additional group is included in the study. This type of approach to sampling is uncommon due to the constraints of a fixed budget which determines the design of the study and its sampling parameters.

Researchers often struggle with knowing how to estimate how many interviews will be required to reach data saturation and again, are often dictated by project budgets. When deciding on a study design, researchers should aim for one that is explicit regarding how data saturation is reached. To best achieve data saturation, good care should be taken in sampling a cross section of populations of interest, so that a full range of views is likely to be heard.

* Data saturation in qualitative interview; In-depth interview and focus groups are two commonly used methods of qualitative research. They each involve the search for depth of meaning, unlike a quantitative survey which tends to focus on close-ended questions such as yes/no or rating scales. A focus group or in-depth interview is an exploratory form of research. It is open ended and less formally structured than a survey. The interviewer needs to investigate the topic of interest with the respondent until there is nothing left to add. This may be done by using questions at the end of the interview such as ‘Anything else?’ or ‘Do I need to know anything other than what I have asked you?’ This is done to ensure that saturation has been achieved; that there is nothing else to add to the topic of interest.

Failure to reach data saturation in qualitative research has an impact on the quality of the research and compromises the validity of the content. However, there is no one-size-fits-all approach to obtaining data saturation. There are data collection methods that are more likely to reach data saturation than others, although these methods are highly dependent on the study design. Unfortunately, data saturation can really only be known after the fact, once qualitative interviews have been conducted and data has been analyzed. Yet market research is typically planned, justified and costed ahead of time. So, achieving data saturation in reality, must be a combination of sensible sampling, good research design, well designed research tools, and the reality of the commercial parameters to the project.

1. CONTENT ANALYSIS APPROACH;

Content analysis is a studying documents and communication artifacts, which might be texts of various formats, pictures, audio or video. Social scientists use content analysis to examine patterns in communication in a replicable and systematic manner. One of the key advantages of using content analysis to analyze social phenomena is its non-invasive nature, in contrast to simulating social experiences or collecting survey answers

Quantitative content analysis highlights frequency counts and objective analysis of these coded frequencies. Additionally, quantitative content analysis begins with a framed hypothesis with coding decided on before the analysis begins. These coding categories are strictly relevant to the researcher's hypothesis.

1. IN-DEPTH INTERVIEW GUIDE;

In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation. For example, we might ask participants, staff, and others associated with a program about their experiences and expectations related to the program, the thoughts they have concerning program operations, processes, and outcomes, and about any changes they perceive in themselves as a result of their involvement in the program.

Advantages and Limitations of In-Depth Interviews?

* The primary advantage of in-depth interviews is that they provide much more detailed information than what is available through other data collection methods, such as surveys. They also may provide a more relaxed atmosphere in which to collect information— people may feel more comfortable having a conversation with you about their program as opposed to filling out a survey.

limitations and pitfalls of in-depth interviews include;

* Prone to bias: Because program or clinic staff might want to “prove” that a program is working, their interview responses might be biased. Responses from community members and program participants could also be biased due to their stake in the program or for a number of other reasons. Every effort should be made to design a data collection effort, create instruments, and conduct interviews to allow for minimal bias.
* Can be time-intensive: Interviews can be a time-intensive evaluation activity because of the time it takes to conduct interviews, transcribe them, and analyze the results. In planning

The process for conducting in-depth interviews follows the same general process as is followed for other research: plan, develop instruments, collect data, analyze data, and disseminate findings.

1. Plan

• Identify stakeholders who will be involved.

• Identify what information is needed and from whom.

• List stakeholders to be interviewed. Identify stakeholder groups from national, facility, and beneficiary levels and then identify individuals within those groups—additional interviewees may be identified during data collection.

• Ensure research will follow international and national ethical research standards, including review by ethical research committees.

2. Develop Instruments

• Develop an interview protocol—the rules that guide the administration and implementation of the interviews. Put simply, these are the instructions that are followed for each interview, to ensure consistency between interviews, and thus increase the reliability of the findings. The following instructions for the interviewer should be included in the protocol:

• What to say to interviewees when setting up the interview;

• What to say to interviewees when beginning the interview, including ensuring informed consent and confidentiality of the interviewee

• What to say to interviewees in concluding the interview;

• What to do during the interview (Example: Take notes)

• What to do following the interview (Example: Fill in notes)

3.Collect Data

• Set up interviews with stakeholders (be sure to explain the purpose of the interview, why the stakeholder has been chosen, and the expected duration of the interview).

• Seek informed consent of the interviewee (written or documented oral). Re-explain the purpose of the interview, why the stakeholder has been chosen, expected duration of the interview, whether and how the information will be kept confidential, and the use of a note taker and/or tape recorder.

• If interviewee has consented, conduct the interview.

• Summarize key data immediately following the interview.

• Verify information given in interviews as necessary. For example, if an interviewee says that a clinic has a policy of not providing services to anyone under 16, you should verify that information on your own with the clinic.

4. Analyze Data

• Transcribe and/or review data.

• Analyze all interview data

5.Disseminate Findings

• Write report

• Solicit feedback from interviewees and program stakeholders.

• Revise.

• Disseminate to interviewees, program stakeholders, funders, and the community as

appropriate.