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ASSIGNMENT

1. TRUSTWORTHINESS
* Trustworthiness of a study refers to the degree of confidence in data, interpretation, and methods used to ensure the quality of a study.
* Trustworthiness in quantitative studies refers to as validity and reliability.
* Trustworthiness is all about establishing these four things: credible, transferable, confirmable, and dependable.

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.

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 refers to the quality and quantity of information in a qualitative research study.
* 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 is applied to purposive (nonprobability) samples, which are commonly used in qualitative research.
* Saturation is an important concept because it provides an indication of data validity and therefore is often included in criteria to assess the quality of qualitative research.
* It is used to determine when there is adequate data from a study to develop a robust and valid understanding of the study phenomenon.
* It is also used outside of grounded theory to justify sample sizes for qualitative studies.
1. CONTENT ANALYSIS APPROACH
* Qualitative content analysis is an approach to analysis that focuses on interpreting and describing, meaningfully, the topics and themes that are evident in the contents of communications when framed against the research objectives of the study.
* Content analysis is a widely used qualitative research technique.
* Rather than being a single method, current applications of content analysis show three distinct approaches:
* Conventional,
* Directed, or
* Summative.

All three approaches are used to interpret meaning from the content of text data and, hence, adhere to the naturalistic paradigm. The major differences among the approaches are coding schemes, origins of codes, and threats to trustworthiness.

* In conventional content analysis, coding categories are derived directly from the text data.
* A directed approach, analysis starts with a theory or relevant research findings as guidance for initial codes.
* A summative content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context.
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.
* In-depth interviews are useful when you want detailed information about a person’s thoughts and behaviors or want to explore new issues in depth.
* Interviews are often used to provide context to other data (such as outcome data), offering a more complete picture of what happened in the program and why.

IN-DEPTH INTERVIEW ADVANTAGES

* Interviewers can establish rapport with participants to make them feel more comfortable, which can generate more insightful responses especially regarding sensitive topics.
* Interviewers have greater opportunity to ask follow-up questions, probe for additional information, and circle back to key questions later on in the interview to generate a rich understanding of attitudes, perceptions, motivations, etc.
* Interviewers can monitor changes in tone and word choice to gain a deeper understanding. (Note if the in-depth interview is face-to-face, researchers can also focus on body language.)
* Because in-depth interviews can potentially be so insightful, it is possible to identify highly valuable findings quickly.

IN-DEPTH INTERVIEW DISADVANTAGES

* In-depth interviews are quite time consuming, as interviews must be transcribed, organized, analyzed, and reported.
* If the interviewer is not highly skilled and experienced, the entire process can be undermined.
* Participants must be carefully chosen to avoid bias, and this can result in a longer vetting process.
* Participants typically expect an incentive to participate, and this must be carefully selected to avoid bias.