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Course Title: Research Methods in Nursing  
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Assignment Title: Qualitative research

**Question**

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

**Answer**

**Trustworthiness:**

For quantitative studies, trustworthiness is referred to as validity and reliability. 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;

* **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.
* **Confirmable** 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 confirmable, 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.

**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.

**Content analysis approach:**

Qualitative content analysis is an approach to analysis that focusses 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.

**In-depth interview guide**

A qualitative data collection method, in-depth interviews offer the opportunity to capture rich, descriptive data about how people think and behave, and unfolding complex processes. They can be used as a standalone research method or as part of a multi method design, depending on the needs of the research.

In depth interviews are normally carried out face to face so that a rapport can be created with respondents. Body language is also used to add a high level of understanding to the answers. Telephones can also be used by a skilled researcher with little loss of data and at a tenth of the cost.

The style of the interview depends on the interviewer. Successful in-depth interviewers listen rather than talk. They have a clear line of questioning and use body language to build rapport. The interview is more of a guided conversation than a staccato question and answer session.

The interview is conducted using a discussion guide which facilitates the flushing out of the respondent’s views through open ended questioning. Projective techniques can be incorporated into the interview too.

**Steps Involved in Conducting In-depth Interviews**

1. Developing a sampling strategy

(Whose attitudes and beliefs matter to your research, and how will you find these people?)

2. Writing an in-depth interview guide

(An in-depth interview guide contains the questions that will be asked during the interview.)

3. Conducting the interviews

(Contact potential respondents to complete an interview.)

4. Analyzing the data

(Making sense of the findings.)