Name: Obinatu Victoria

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 Assignment

Trustworthiness: this is a study that refers to the degree of confidence in data, interpretation, and methods used to ensure the quality of a study. It contains four components which includes:

* Credibility; triangulation and member checks help establish credibility and contribute to trustworthiness. Triangulation asks the same research questions of different study participants and collect data from different sources through different methods to answer the same questions. Member checks occur when researchers ask participants to review the data collected by interviewers and the researchers’ interpretations of the data. Participants generally appreciate the member check process because it gives them a chance to verify their statements and fill in any gaps from earlier interviews.
* Transferability: this generalizes study findings and attempts to apply them to other situations and contexts. Researchers cannot prove definitively that outcomes based on the interpretation of data are transferable. Qualitative researchers can show that the research study findings can be applicable to other contexts, circumstances and situations.
* Dependability: many qualitative researchers believe that if credibility has been demonstrated, it is not necessary to also and separately demonstrate dependability. However, if a researcher permits parsing of the terms, then credibility seems more related to validity, and then dependability seems more related to reliability. A data audit can be conducted If the data set is both rich-thick so that an auditor can determine if the research situation applies to their circumstances.
* Confirmability: this is the degree of neutrality in research study’s finding. In other words, this means that the findings are based on participants’ responses and not any potential bias or personal motivations of the researcher. 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 help establish that the research study findings accurately portray participants’ responses.

Saturation of data:

* This 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.

In-depth interview guide: this is a qualitative research technique that involves conducting intensive individual interviews with a smaller number of respondents to explore their perspectives on a particular idea, program, or situation. The researcher has identified certain topics of interest but does not have a formal guide for the conversation, but allows the participant to guide it

Advantages

* Interviews can establish rapport with participants to make them feel more comfortable, which can generate more insightful responses.
* Interviewers can notice changes in tone and word choice to gain a deeper understanding.
* There is a higher quality of sampling compared to some other data collection methods.
* It is possible to identify highly valuable finding, because in-depths interviews can be potentially insightful.
* Researchers need fewer participants to glean useful and relevant insights.

Disadvantages

* In-depths interviews are time consuming, as interviews must be transcribed, organized, analyzed, and reported.
* This process can be relatively costly compared to other methods.
* Participants must be chosen carefully to avoid bias, and this result in a longer vetting process.
* If the interviewer is not highly skilled and experienced, the entire process can be undermined.

Content analysis approach

 This is a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data. Using content analysis, researchers can quantify and analyze the presence, meanings and relationship such as certain words, themes, or concepts.

Uses of content analysis

* It describes the attitudinal and behavioral responses to communications
* Reveal patterns in communication content
* Determines psychological or emotional state of persons or groups
* Pre-test and improve an intervention or survey prior to launch.
* Analyze focus groups and open ended questions to compliment quantitative data.

Forms of qualitative content analysis

Inductive content analysis: this is a qualitative method of content analysis that researchers use to develop theory and identify themes by studying documents, recording and other printed and verbal material. As the name implies, inductive content analysis relies on inductive reasoning, in which themes emerge from raw data through repeated examinations and comparison.

Function

* The inductive approach enables the researchers to identify key themes in the area of interest by reducing the material to a set of themes or categories.

Features of inductive content analysis:

* Inductive content analysis begins with organizing the raw the data, whether its business news articles, marketing reports, advertisements or other material, through a process known as open coding. Through open coding, researchers review the material, making notes and headings in the texts as they read. This process often requires repeated reading of the material, after which the researcher transcribes the notes and headings onto a coding sheet.
* The next step involves grouping of data, reducing the number of categories by combining similar headings into the broader categories. Through this process, researchers generate knowledge and increase understanding of the material.

Deductive content analysis:

It is not commonly used, but is nevertheless beneficial for testing concepts, categories, theories or any conceptual structure in a new context. It is concerned with developing a hypothesis based on existing theory, and then designing a research strategy to test the hypothesis.

Function;

* This is used when the structure of analysis is operationalized on the basis of previous knowledge.