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MATRIC NUMBER: 16/MHS02/009

COURSE TITLE: RESEARCH

COURSE CODE: NSC 414

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

TRUSTWORTHINESS:

The purpose of trustworthiness in research is to support the argument that the inquiry’s results are “worth paying attention to”. This really is quite different from the typical experimental precedent of attempting to show validity, soundness, and significance. In simple terms trustworthiness refers to as a way in which qualitative research workers make sure that transferability, credibility, dependability, and conformability are evident in their study.

Four Aspects Of Trustworthiness in Qualitative Research

1. Truth Value: Truth value questions if the investigator has established confidence in the truth of the results for the topics or informants and the context in which the research was undertaken. It determines how confident the investigator is with the truth of the findings based on the research design, informants, and context. Truth value commonly acquired from the discovery of human experiences as they are lived and perceived by informants
2. Applicability: It is defined as the degree to which the findings can apply to other contexts and settings or with other groups; it is the capacity to generalize from the findings to greater populations.
3. Consistency: Consistency of the data means whether the conclusions would be consistent if the inquiry were repeated with the same subject matter or in a similar context. Consistency is defined in terms of dependability in qualitative research
4. Neutrality: It is defined as the degree to which the results are a function solely of the informants and conditions of the research and not of other biases, motivations, and views. It deals with the main issue that “findings” should signify, as far as possible the specific situation being investigated as opposed to the beliefs, pet theories, or biases of the researcher.

SATURATION OF DATA:

Saturation of data is a term mostly used in the grounded theory approach. It means that researchers reach a point in their analysis of data that sampling more data will not lead to more information related to their research questions. No additional data can be found to develop new properties of categories and the relationships between the categories are disentangled. Researchers see in their data similar instances over and over again and that make them empirically confident that their categories are saturated, the descriptions of these categories are thick and a theory can emerge. Researchers are allowed to stop sampling data and to round off their analysis. Explicit guidelines for determining theoretical saturation are lacking and therefore researchers have to support their claims of saturation by an explanation of how they achieved saturation including clear evidence. The application of the term saturation beyond the grounded theory approach is a topic of debate

CONTENT ANALYSIS APPROACH:

Content analysis serves the purpose in qualitative research to enable you to study human behavior indirectly through how people choose to communicate. The type of data collected can vary tremendously in this form of research. However, common examples of data include images, documents, and media.

Pros of content analysis:

* Unobtrusive- Content analysis does not disturb the field or a people group normally
* Replication- Since the documents are permanent, it is possible to replicate a study
* Simplicity- Compared to other forms of research, content analysis is highly practical to complete

Cos of content analysis:

* Validity- It is hard to assess the validity of the analysis. The results of an analysis is the subjective opinion of an individual
* Limited data- Content analysis is limited to recorded content. This leaves out other forms of information

IN-DEPTH INTERVIEW GUIDE:

In-depth interviews are data collection methods 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 acronym IDI

Advantages of in-depth interviews:

* Interviewers can establish rapport with participants to make them feel more comfortable, which can generate more insightful responses, especially regarding sensitive topics
* Interviewers can monitor changes in tone and world choice to gain a deeper understanding. (Note, if the in-depth interview is face-to-face, researchers can also focus on body language
* There is a higher quality of sampling compared to some other data collection methods
* Researchers need fewer participants to glean useful and relevant insights
* There are none of the potential distractions or peer-pressure dynamics that can sometimes emerge in focus groups

Disadvantages of in-depth interviews:

* 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.
* The process can be relatively costly compared to other methods.
* Participants must be carefully chosen to avoid bias, and this can result in a longer venting process.
* Participants typically expect an incentive to participate, and this must be carefully selected to avoid bias.