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ASSIGNMENT

Qualitative research strategy is commonly called the interpretive research that rely heavily on thick verbal description of a particular social content being studied. Explain the following concept used in qualitative research:

1. **Trustworthiness**

For quantitative studies, it is referred to as validity and reliability. However, in qualitative studies, this concept 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,

1. **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. . 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. Trust is an important aspect of the member check process.

2. **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. Transferability generalizes study findings and attempts to apply them to other situations and contexts. Researchers cannot prove definitively that outcomes based on the interpretation of the data are transferable, but they can establish that it is likely

3. **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.

4. **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. Many qualitative researchers believe that if credibility has been demonstrated, it is not necessary to also and separately demonstrate dependability.

2. Saturation of data

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 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 pu Content analysis is a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data (i.e. text). Using content analysis, researchers can quantify and analyze the presence, meanings and relationships of such certain words, themes, or concepts. Researchers can then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of surrounding the text.

3. Content analysis approach

Content analysis is a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data (i.e. text). Using content analysis, researchers can quantify and analyze the presence, meanings and relationships of such certain words, themes, or concepts. Researchers can then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of surrounding the text. In qualitative research, several analysis methods can be used, for example, phenomenology, hermeneutics,

grounded theory, ethnography, phenomenographic and content analysis (Burnard, 1995). In contrast to qualitive research methods, qualitative content analysis is not linked to any particular science, and there are fewer rules to follow. Therefore, the risk of confusion in matters concerning philosophical concepts and discussions is reduced. During the entire process, the researcher must adhere to a qualitative perspective, and the main issue is to achieve the rigor and credibility that make the results as trustworthy as possible. However, in content analysis, different concepts of credibility can be chosen in the discussion of trustworthiness.

Uses of Content Analysis

- Identify the intentions, focus or communication trends of an individual, group or institution

- Describe attitudinal and behavioral responses to communications

- Determine psychological or emotional state of persons or groups

- Reveal international differences in communication content

- Reveal patterns in communication content

- Pre-test and improve an intervention or survey prior to launch

- Analyze focus group interviews and open-ended questions to complement quantitative data

It has three approach

1. **CONVENTIONAL CONTENT ANALYSIS**

Conventional content analysis is generally used with a study designwhose aim is to describe a phenomenon, in this case the emotional reactions of hospice patients. This type of design is usually appropriate when existing theory or research literature on a phenomenon is limited. Researchers avoid using preconceived categories, instead allowing the categories and names for categories to flow from the data. Researchers immerse themselves in the data to allow new insights to emerge, also described as inductive category development. Many qualitative methods share this initial approach to study design and analysis. If data are collected primarily through interviews, open-ended questions will be used. Probes also tend to be open-ended or specific to the participant's comments rather than to a preexisting theory, such as "Can you tell me more about that?" Data analysis starts with reading all data repeatedly to achieve immersion and obtain a sense of the whole as one would read a novel. Then, data are read word by word to derive

2. **DIRECTED CONTENT ANALYSIS**

Sometimes, existing theory or prior research exists about a phenomenon that is incomplete or would benefit from further description. The qualitative researcher might choose to use a directed approach to content analysis might categorize this as a deductive use of theory based on their distinctions on the role of theory. The goal of a directed approach to content analysis is to validate or extend conceptually a theoretical framework or theory. Existing theory or research can help focus the research question. It can provide predictions about the variables of interest or about the relationships among variables, thus helping to determine the initial coding scheme or relationships between codes.

3   **SUMMATIVE CONTENT ANALYSIS**

Typically, a study using a summative approach to qualitative content analysis starts with identifying and quantifying certain words or content in text with the purpose of understanding the contextual use of the words or content. This quantification is an attempt not to infer meaning but, rather, to explore usage. Analyzing for the appearance of a particular word or content in textual material is referred to as manifest content analysis. If the analysis stopped at this point, the analysis would be quantitative, focusing on counting the frequency of specific words or content. A summative approach to qualitative content analysis goes beyond mere word counts to include latent content analysis.

3. **In-depth interview**

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. For example, you may have measured an increase in youth visits to a clinic, and through in-depth interviews you find out that a youth noted that she went to the clinic because she saw a new sign outside of the clinic advertising youth hours. You might also interview a clinic staff member to find out their perspective on the clinic's "youth friendliness." In-depth interviews should be used in place of focus groups if the potential participants may not be included or comfortable talking openly in a group, or when you want to distinguish individual (as opposed to group) opinions about the program. They are often used to refine questions for future surveys of a particular group.
   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

(A)   **Obtaining information through surveys**:

The main in-depth interviews advantages is that, other methods for data collections like surveys can also be utilized in order to obtain information for comprehensive data. With the help of surveys, a friendly scenario for people is developed where they are able to fill their ideas as well as thoughts and also the feedback and results are obtained in an accurate manner.

(B)**Good understanding of participants**: With the help of in-depth interview, the interviewers are able to understand their respondents deeper. The interviewers are also capable to obtain an insight of the respondent and gain more knowledge than any focus group.
© Faster and quick process: It is believed that an in-depth interview is faster in its process. The recruiting and scheduling in an in-depth interview is quite faster when compared to others.
(D**) Direct interaction:** An in-depth interview is a direct face to face interview and there is no media factors involved such as telephone, video etc. Group interaction is mostly avoided in an in-depth interview. Is an opportunity**:** In an in-depth interview, the individuals gain an opportunity to explore the given topic and gain or offer deep ideas. Hence an in-depth interview is one that paves way for opportunity.
(E) Interviewer is benefitted: With an in-depth interview, the interviewer is able to explain or

clarify queries involved and also enhance the useful responses too.

Disadvantage
 Time intensive:
In-depth interviews are a time-consuming evaluation activity as it takes more time for conducting an interview.
A trained interviewer required:
For conducting an in-depth interview, a trained interviewer with knowledge and skills is required.
Small number of interviews:
Since these in-depth interviews take up more amount of time, very minimal number of interviews are achieved for a fixed period of time