MATRIC NUMBER: 16/Sci05/005

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ASSIGNMENT

QUESTION:

Explain the following concepts used in qualitative research:

1. Trustworthiness

2. Saturation of data

3. Content analysis approach

4. In-depth interview guide

TRUSTWORTHINESS

Trustworthiness or rigor of a study refers to the degree of confidence in data, interpretation, and methods used to ensure the quality of a study. Trustworthiness is all about establishing these four things which are:

• Credibility

• Transferability

• Confirmability

• Dependability

Credibility:

Credibility is how confident the qualitative researcher is in the truth of the research study’s findings. It also depends on the richness of the data and analysis and can be enhanced by triangulation, rather than relying on sample size aiming at representing a population.

Transferability:

Transferability is how the qualitative researcher demonstrates that the research study findings are applicable to other contexts. In this case, “other context” 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:

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 can be achieved by means of a confirmability audit that includes an audit trial of raw data, analysis notes, reconstruction, and synthesis products, process notes, personal notes as well as preliminary developmental information. This helps establish the research study’s findings accurately portray participants responses.

Dependability:

Dependability aims to replace reliability, which requires that when replicating experiments, the same results should be achieved. As this would not be expected to happen in a qualitative setting, alternative criteria are generally understandability, flow of arguments, and logic. Both the process and the product of the research need to be consistent.

CONTENT ANALYSIS

Content analysis is a research method used to identify patterns in recorded communication. To conduct content analysis, systematical collection of data from a set of texts, which can be written, oral or visual:

• Books, newspapers and magazines

• Speeches and interviews

• Web content and social media posts

• Photographs and films

Content analysis in qualitative research focuses on interpreting and understanding in both types, categorize words or codes, themes. Concepts within the texts and then analyze the results. Content analysis can be used to make qualitative inferences by analyzing the meaning and semantic relationship of words and concepts.

**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. Theoretical saturation of data 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. Theoretical saturation of data is a term In qualitative research, mostly used in the grounded theory approach. Data saturation refers to the quality and quantity of information in qualitative research study.

**In-depth interview guide**

An in-depth interview guide is a method for structuring an interview and ensuring that important questions will not be forgotten during the interview. You need to have specific objectives in mind when you are figuring out what to ask. You should ask questions in natural, conversational language- avoid jargon or technical terms your respondents may not know.

In-depth interview guide are very similar to moderator guide. As moderator guides, the emphasis is on the exploration and the depth of information you can learn. Skilled in-depth interviews do not have to stick to the script. In-depth interview guides allow for probing on related issues that might arise during the interview-as well as for the unexpected. In-depth interview guides are different from moderator guides in that they have fewer components (in-depth interview guides will not include ground rules or participants introduction) and you do not need to be as concerned about questions that might affect a group of dynamic, as you are speaking with one person at a time.