Name: Abdulkadir Rabi Yusuf

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Qualitative research strategy is commonly called the interpretative research that relies heavily on ‘thick’ verbal descriptions of a particular social context being studied. Explain the following concept used in qualitative research:

* Trustworthiness
* Saturation of data
* Content analysis approach
* In depth interview guide

**1. Trustworthiness:** trustworthiness refers to as validity and reliability. However, in qualitative studies, this concept is more obscure because it is put in different terms. Trustworthiness is all about establishing these four things, which are described in more detail below.

**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.

**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.

**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.

**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 purpose, they should report how, when, and to what degree they achieved data saturation.

**3. Content analysis approach:** Content analysis is a widely used qualitative research technique. Rather than being a single method, current applications of content analysis show three distinct approaches: conventional, directed, or summative. All three approaches are used to interpret meaning from the content of text data and, hence, adhere to the naturalistic paradigm. The major differences among the approaches are coding schemes, origins of codes, and threats to trustworthiness. In conventional content analysis, coding categories are derived directly from the text data. With a directed approach, analysis starts with a theory or relevant research findings as guidance for initial codes. A summative content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context. The authors delineate analytic procedures specific to each approach and techniques addressing trustworthiness with hypothetical examples drawn from the area of end-of-life care.

4. **In-depth interview guide**: What is an In-Depth Interview? In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation. The process of conducting in-depth interview is as follows:

1. Plan

 • Identify stakeholders who will be involved.

• Identify what information is needed and from whom.

• List stakeholders to be interviewed. Identify stakeholder groups from national, facility, and beneficiary levels and then identify individuals within those groups—additional interviewees may be identified during data collection. Determine sample if necessary.

• Ensure research will follow international and national ethical research standards, including review by ethical research committees.

2. Develop Instruments

• Develop an interview protocol—the rules that guide the administration and implementation of the interviews. The following instructions for the interviewer should be included in the protocol:

 • What to say to interviewees when setting up the interview;

• What to say to interviewees when beginning the interview, including ensuring informed consent and confidentiality of the interviewer;

• What to say to interviewees in concluding the interview;

• What to do during the interview (Example: Take notes? Audiotape? Both?); and

 • What to do following the interview (Example: Fill in notes? Check audiotape for clarity? Summarize key information for each? Submit written findings?).

 • Develop an interview guide that lists the questions or issues to be explored during the interview and includes an informed consent form.

• Where necessary, translate guides into local languages and test the translation.

3. Train Data Collectors

• Identify and train interviewers. Where necessary, use interviewers that speak the local language

4. Collect Data

• Set up interviews with stakeholders (be sure to explain the purpose of the interview, why the stakeholder has been chosen, and the expected duration of the interview).

• Seek informed consent of the interviewee (written or documented oral). Re-explain the purpose of the interview, why the stakeholder has been chosen, expected duration of the interview, whether and how the information will be kept confidential, and the use of a note taker and/or tape recorder.

• If interviewee has consented, conduct the interview.

• Summarize key data immediately following the interview.

5. Analyze Data

• Transcribe and/or review data.

 • Analyze all interview data.

6. Disseminate Findings

• Write report.

• Solicit feedback from interviewees and program stakeholders.

• Revise.

• Disseminate to interviewees, program stakeholders, funders, and the community as appropriate.