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1. Trustworthiness:For quantitative studies, it is referred to as validity and reliability.Trustworthiness is all about establishing these four things, which are described in more detail below:

- Credibility: This 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: This 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: This 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: This 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: This is aresearcher tool used to determine the presence of certain words, themes, or concepts within some given qualitative data (i.e. text). Using content analysis researcher 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.

4. In-depth interview guide: Interview guide approach involves you in developing five or six neutral, open-ended interview questions, each of which is focused on one aspect of your topic. Qualitative interviews offer a means of collecting in-depth information about your topic so you will want to limit the number of questions you pose in order to enable your participant to have time to talk about the topic at length, without feeling rushed.Interview guides summarize the content that researchers cover during interviews. At one extreme, they may provide very minimal directions, leading to “less structured” interviews that are designed primarily to explore the participant's own perspective on the research topic.