



UTM
UNIVERSITI TEKNOLOGI MALAYSIA



**Online
Learning**

Qualitative Data Collection & Analysis

**Adibah Abdul Latif | Aqeel Khan | Hee Jee Mei |
Mahani Mokhtar | Narina Abu Samah | Zainudin Hassan**

Contents

Procedures of qualitative data collection

Qualitative data analysis

Ethical considerations in qualitative research

Ensuring the quality of qualitative research

Procedures of qualitative data collection

Qualitative observations

Qualitative interviews

Qualitative documents

Qualitative audio-visual materials

Types of qualitative observations

- Complete participant: Researcher conceals role.
- Observer as participant: Role of researcher is known.
- Participant as observer: Observation role is secondary to participatory role.
- Complete observer: Researcher observes without participating.

Source: Creswell (2009)

Types of qualitative interviews

- Face-to-face: One-to-one, in person interview.
- Telephone: Researcher interviews by phone.
- Focus group: Researcher interviews participant in a group.
- E-mail internet interview

Types of qualitative documents

- Public documents, such as minutes of meetings, or newspapers.
- Private documents, such as journals, diaries, or letters.

Types of audio visual materials

Photographs

Video tapes

Art objects

Computer software

Film

Qualitative analysis: Analysis in the field [1]

- Force yourself to make decisions that narrow your study.
- Force yourself to make decisions concerning the type of study you want to accomplish.
- Develop analytic questions.
- Plan data collection sessions in light of what you find in previous observation.
- Write many “observer’s comments” about ideas you generate.

Source: Bogdan & Biklan (1992)

Qualitative analysis: Analysis in the field [2]

- Write memos to yourself about what you are learning.
- Try out ideas and themes on subjects.
- Begin exploring the literature while you are in the field.
- Play with metaphors, analogies and concepts.
- Use visual devices.

Qualitative analysis: Analysis after data collection

- Developing coding categories.
- Influence of coding and analysis.
- The mechanics of working with data.
- Using a computer for analysis

Steps in analysing and interpreting qualitative data

- Preparing and organising the data for analysis.
- Engaging in an initial exploration of the data through the process of coding it.
- Using the codes to develop a more general picture of the data – descriptions and themes.
- Representing the findings through narratives and visuals.
- Making an interpretation of the meaning of the results by reflecting personally on the impact of the findings and on the literature that might inform the findings.
- Conducting strategies to validate the accuracy of the findings.

Source: Creswell (2012)

Ethical Considerations in Qualitative Research

Informed
consent

Confidentiality

Avoiding harmful
consequences

Genuine reasons
for conducting
research

Honesty

Reciprocity

Ensuring the quality of qualitative research

Triangulation

Divergent cases

Reflexivity

Member
checks

Prolonged
engagement

Audit trial

Peer debriefing

Thick
descriptions

Collaboration

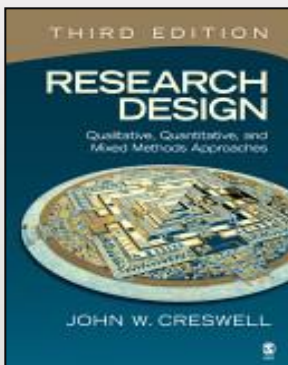
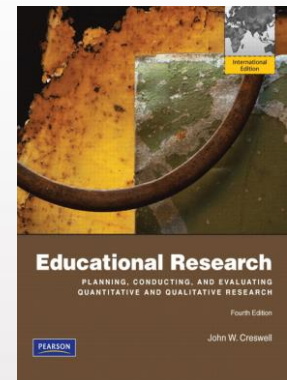
Source: Lincoln & Guba(1985)

References



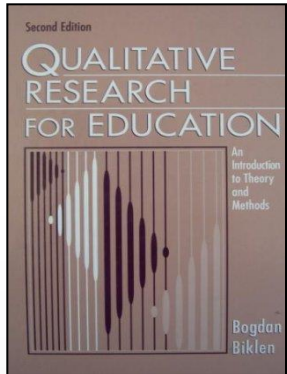
Creswell, J.W. (2013). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. Thousand Oaks, CA: Sage.

Creswell, J.W. (2012). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. New Jersey: Pearson Education.



Creswell, J.W. (2009). *Research Design: Qualitative, Quantitative, and Mixed-Methods Approaches*. Thousand Oaks, CA: Sage.

References



Bogdan R.C. & Biklen S.K. (2009). *Qualitative Research For Education* . Boston, MA: Allyn & Bacon .

Lincoln, Y.S. & Guba, E.G. (Eds.) (1995) *Naturalistic Inquiry*. Newbury Park, CA: Sage Publications.

