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# Qualitative Research Design: Phenomenology

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## What is phenomenological research? [1]

- Exploring a phenomenon – a single concept or an idea.
- Involving a group of individuals who have experienced the phenomenon – a heterogeneous group consisted of 3-4 or 10-15 individuals.
- Dealing with philosophical discussion- focusing on the lived experiences of individuals which include both the individuals' subjective experiences of the phenomenon and objective experiences of something in common with other people.

Source: Creswell (2013, pp.78-79)

## What is phenomenological research? [2]

- A combination of subjective-objective perspectives – phenomenology falls somewhere along a continuum between qualitative and quantitative research.
- The researcher brackets him/herself out of the study by discussing personal experiences with the phenomenon – he/she partly sets himself/herself aside so that the researcher can focus solely on participants' experiences.

Source: Creswell (2013, pp.78-79)

## What is phenomenological research? [3]

- The aim of a phenomenological research is to eventually present a descriptive discussion on the essence of individuals' experiences – by integrating “what” they have experienced and “how” they experienced it.

## The key characteristics of phenomenological research [1]

Characteristics	Phenomenology
Focus	Understanding the essence of the experience.
Type of problem best suited for design	Needing to described the essence of a lived phenomenon.
Discipline background	Drawing from philosophy, psychology, and education.
Unit of analysis	Studying several individuals who have shared experiences.

Source: Creswell (2013, p.104)

## The key characteristics of phenomenological research [2]

Characteristics	Phenomenology
Data collection forms	Using primarily interviews with individuals. Documents, observations, art are also considered.
Data analysis strategies	Analysing data for significant statements, meaning units, textual and structural description, and description of the “essence”.
Written report	Describing the “essence” of the experience.

Source: Creswell (2013, p.105)

## Summary

### Phenomenological design:

- A process approach
- Theoretical sampling
- Constant comparative data analysis
- A core category
- Theory generation
- Memos

Source: Creswell (2012, p.431)

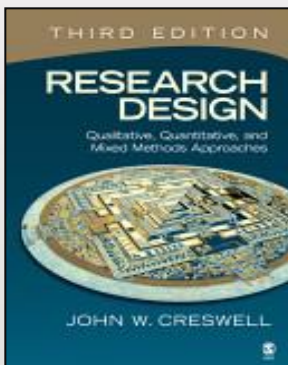
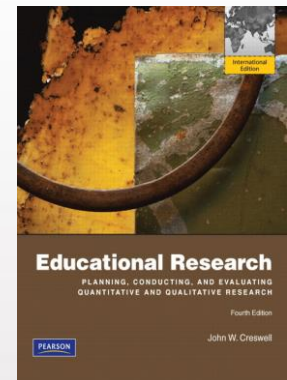


## References



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