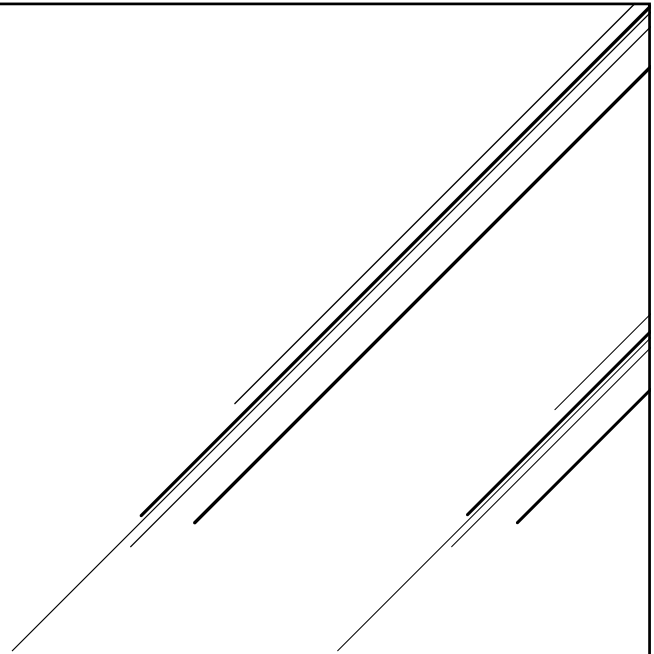# QUALITATIVE RESEARCH PRIMER

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credit to Shelly Steward &
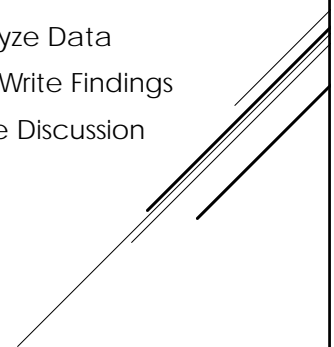
Zawadi Rucks-Ahidiana

Overview of Concepts

▶ Qualitative, Quantitative, & Mixed-Methods

▶ Methodologies & Methods

▶ Theories and Frameworks

▶ Philosophical Considerations

▶ Systematic Flexibility

Nonlinear Process

▶ Determine Question(s)

▶ Conduct Literature Review

▶ Determine Methodology & Methods

▶ Collect Data

▶ Code and Analyze Data

▶ Determine and Write Findings

▶ Frame and Write Discussion

CONCEPTS & PROCESSES IN QUALITATIVE RESEARCH

Methodologies	Methods
▸ Case Studies	▸ Case Studies
▸ Ethnographies	▸ Ethnographic Methods
▸ Grounded Theory	▸ Interviews
▸ Phenomenologies	▸ Observations
▸ Narratives	▸ Text/Video/Picture Analysis

METHODOLOGIES & METHODS

Basic Philosophical Concepts

▸ Ontology – What is reality?

▸ Epistemology – How can we know about reality?

▸ Axiology – Whose knowledge has value?

Where to Begin

Aligning Philosophy and Methodology

PHILOSOPHICAL ORIENTATIONS IN RELATION TO RESEARCH

Background Info

► First Created in 1980s

► Features Developed as Tech Allowed

► Mainly Focused on the Western World

How it Helps

► Organization

► Coding

► Memoing

► Data Retrieval

► Analysis Tools

QUALITATIVE DATA ANALYSIS SOFTWARE

D-Lab

► Presentations and Workshops

► Working Groups

► Consultations

Graduate School of Education (GSE)

► Introduction to Qualitative Research

► Advanced Qualitative Research

► Year-Long Qual Research Seminar

School of Public Health

► Community-Based Participatory Action Research

► Critical Theories in Social Science Research (also offered via the Law School)

Institute for the Study of Societal Issues (ISSI)

► Presentations

► Trainings

► Fellowships

RESOURCES AT UC BERKELEY

▸ Qualitative Data Analysis: A Methods Sourcebook by Matthew B. Miles, A. Michael Huberman, & Johnny Saldaña

▸ Qualitative Inquiry and Research Design: Choosing Among Five Approaches by John Creswell

▸ Qualitative Research: Bridging the Conceptual, Theoretical, and Methodological by Sharon M. Ravitch & Nicole C. Mittenfelner Carl

▸ Qualitative Research Design: An Interactive Approach by Joseph Maxwell

▸ Stanford Encyclopedia of Philosophy at plato.stanford.edu

REFERENCES