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UNIVERSITI TEKNOLOGI MALAYSIA



**Online
Learning**

Qualitative Research Design: Overview

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

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What is qualitative research?

What is qualitative research suitable for investigating?

Qualitative research can.....

Summary

What is qualitative research?

- Explores the meanings and experiences of people and/or social and cultural processes – the *why* and *how* – not *how many*?
- Seeks to interpret people's actions and to uncover meanings they ascribe to those actions.
- Concentrates on the depth of understanding, not breadth.
- Based on purposive or theoretical sampling.
- Does not seek to make empirical generalisations to larger population.

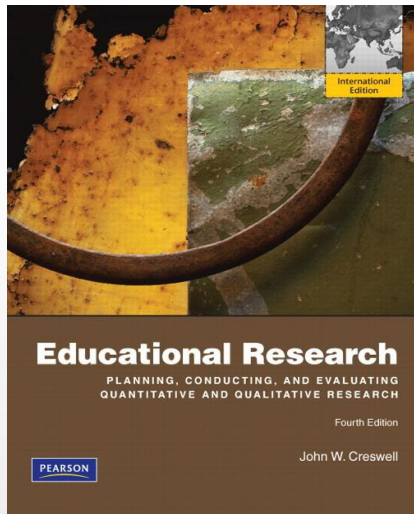
What is qualitative research suitable for investigating?

- Exploratory studies – or where there is little previous research.
- Where meaning, values, perceptions and process are important – lived experiences.
- When you want to describe an event or process in rich detail.
- Where the context is important.
- Where you want to interact with the research participants e.g. practitioner research.
- Giving voice to those who may be marginalised.

Qualitative research can...

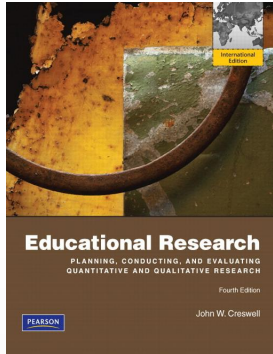
- Provide rich and in-depth accounts of experiences (and the meanings ascribe to them).
- Be relevant to similar context.
- Test existing theory.
- Provide insight into the complexities of social life.
- Bring to the attention of a wider audience, the dynamics and consequences of social relations.

Summary



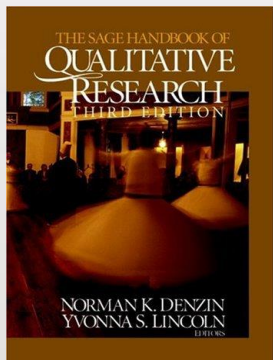
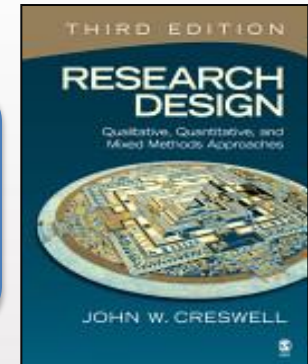
Qualitative research is a type of educational research in which the researcher relies on the views of participants, asks broad, general questions; collects data consisting of largely of words (or text) from participants; describes and analyses these words for themes; and conducts the inquiry in a subjective, biased manner.

References



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.



Denzin, N.K. & Lincoln, Y.S. (Eds.) (2005). *The Sage Handbook of Qualitative Research*. Thousand Oaks, CA: Sage.

References

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Philosophical Approaches in
the Social Sciences

The Importance of Philosophy in
Understanding/Conducting
Educational Research

Trahar, S. (2013). Philosophical approaches in social sciences: The importance of philosophy in understanding/conducting educational research [Lecture PowerPoint slides]. Faculty of Education, Universiti Teknologi Malaysia. 19 June 2013.