

# Qualitative Research Methods. 2010. SAGE, 2010. 9781446259566. Monique Hennink, Inge Hutter, Ajay Bailey. 328 pages

Qualitative Methods. 1. Learning Objectives. After reviewing this chapter readers should be able to: • Understand the topics that qualitative health research can successfully address; • Recognize the main data-collection methods used in qualitative research and their advantages and limitations; • See the ways in which qualitative health research can be credible and rigorous; and • Recognize the nature of the complementarity between quantitative and qualitative methods. 2. Introduction. The main strength of qualitative research is its ability to study phenomena which are simply unavailable el Qualitative research methods originated in the social and behavioral sciences. Today our world is more complicated and it is difficult to understand what people think and perceive. Online qualitative research methods make it easier to understand that as it is more communicative and descriptive. The following are the qualitative research methods that are frequently used. Also, read about qualitative research examples : 1. One-on-one interview• There one can go over books and other reference material to collect relevant data that can likely be used in the research. 6. Process of observation: Qualitative Observation is a process of research that uses subjective methodologies to gather systematic information or data. Quantitative and qualitative research methods differ primarily in: • their analytical objectives • the types of questions they pose • the types of data collection instruments they use • the forms of data they produce • the degree of flexibility built into study design. Table 1, page 3, briefly outlines these major differences. For a more in-depth theoretical treatment of the differences between qualitative and quantitative research, we refer the reader to the suggested readings listed at the end of this chapter, especially Bernard 1995. 2 Qualitative Research Methods: A Data Collector's Field Chapter 9 - Qualitative Research Diaries. Chapter 10 - Stories in Organizational Research. Chapter 11 - Pictorial Representation. She has published three books and many articles on organizational psychology, public service improvement, and organizational change. She has written a number of articles on methods in organizational research, including case studies, employee surveys and co-research. In editing our first volume of qualitative methods in organizational research (Cassell and Symon, 1994), we claimed that our aims were threefold and included: documenting the variety of qualitative methods available; providing accessible outlines of how to apply the methods in practice; and raising the profile of qualitative methods within organizational research. Mixed methods research has come of age. To include only quantitative and qualitative methods falls short of the major approaches being used today in the social and human sciences. Other philosophical assumptions beyond those advanced in 1994 have been widely discussed in the literature. In this book, we will focus on two strategies of inquiry: experiments and surveys. Experiments include true experiments, with the random assignment of subjects to treatment conditions, as well as quasiexperiments that use nonrandomized designs (Keppel, 1991). Included within quasi-experiments are single-subject designs.