



 Qualitative Research

 Ethnography, Case Study, Grounded Theory, Autobiography, Participatory Action Research, Phenomenology (each grounded in a specific discipline and philosophical assumptions)

 Quantitative Research

 Survey methods, Experiments
 Mixed Methods

Draw from qualitative and quantitative methods

#### Quantitative

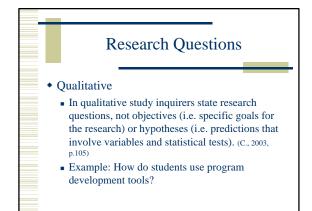
• A quantitative approach is one in which the investigator primarily uses post-positivist claims for developing knowledge (i.e. cause and effect thinking, reduction to specific variables and hypotheses and questions, use of measurement and observation, and the test of theories). (Creswell, 2003, p.19)

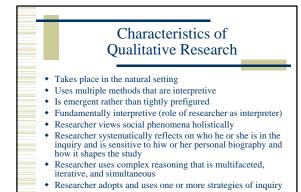
#### Qualitative - Definition

• ... qualitative researchers study things in their natural settings, attempting to make sense of or interpret phenomenon in terms of the meanings people bring to them. (Denzin & Lincoln, 2000, p.3).

## Qualitative - Definition

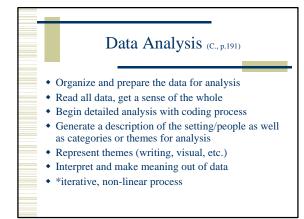
• A qualitative approach is one in which the inquirer often makes knowledge claims based primarily on constructivist perspectives (i.e. the multiple meanings of individual experiences, meanings socially and historically constructed, with an intent of developing a theory or pattern) or advocacy/participatory perspectives (i.e. political, issue-oriented, collaborative or change oriented) or both. (Creswell, 2003, p.18)

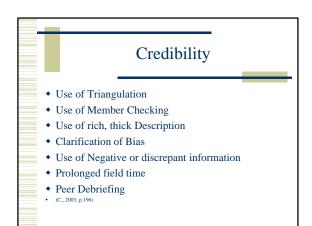




## Research Methods

- Interviews
- Focusgroups
- Participant observation (field notes)
- Video
- Text and Image analysis (documents, media data)

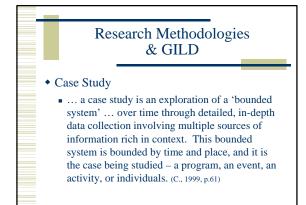


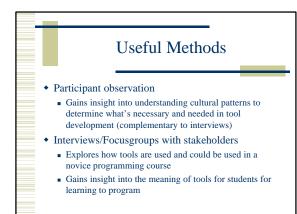


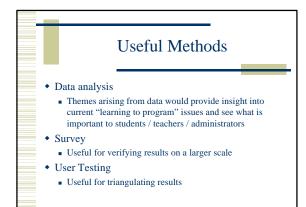
# Research Methodologies & GILD

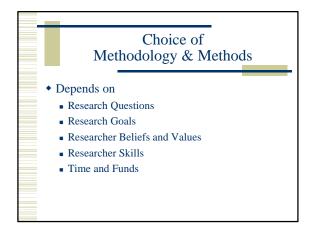
#### • Ethnography

- An ethnography is a description and interpretation of a cultural or social group or system. The research examines the group's observable and learned patterns of behaviour, customs, and ways of life. (C., 1998,p.58)
- Rapid Ethnography













- Creswell, J.W. (1998). Qualitative inquiry and research design. Choosing among five traditions. Thousand Oaks, CA: Sage.
- Creswell, J.W. (2003). Research design. Qualitative, quantitative and mixed methods approaches. Thousand Oaks, CA: Sage.
- Denzin, N.K. & Lincoln, Y. (2000). Introduction: The discipline and practice of qualitative research. In N.K. Denzin & Y. Lincoln (Eds.), *Handbook of qualitative research* (2<sup>nd</sup> ed., pp.1-17). Thousand Oaks, CA: Sage.