Transparency and Replicability in Qualitative Research

Thanawit Bunsit
Faculty of Economics and Business Administration,
Thaksin University, Songkhla, Thailand
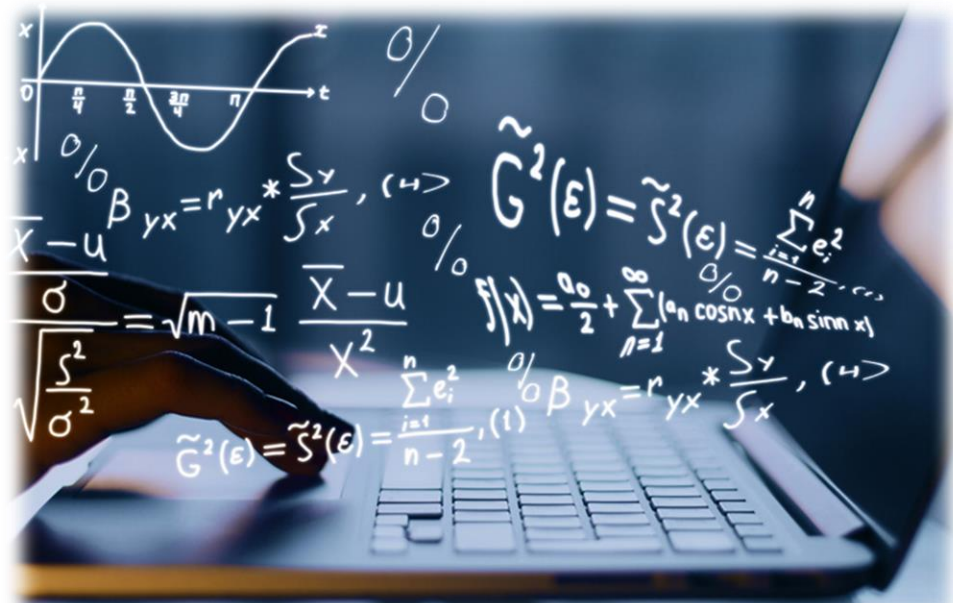
21st May, 2021
Virtual TSU-UFGD seminar via Google Meet

UF
GD
UNIVERSIDADE FEDERAL
DA GRANDE DOURADOS

Quantitative vs Qualitative

Quant-Qual methods

Quantitative

1. Questionnaire
   - Survey
   - Census
2. Secondary data
   - Dataset/database
   - Big data
   - Administration data
   - Document analysis
3. Experiment

Qualitative

1. Interview
   - Structured interview
   - Semi-structured interview
   - In-depth interview
2. Focus group discussion
3. Observation
   - Participant observation
   - Non-participant observation
4. Ethnography/ Netnography/ Cyberethnography/ virtual ethnography
5. Life history
6. Case study
7. Narrative analysis
8. Conversation analysis
9. Document analysis
10. Photovoice
11. Pheonomenology
12. Grounded theory

Qualitative research

1. **Ethnography:** an in-depth description and interpretation of cultural patterns and meanings within a culture or social group

2. **Case study:** an in-depth analysis of one or more events, settings, programs, groups, or other "bounded systems"

3. **Phenomenology:** a phenomenological study describes and interprets the experiences of participants to understand their perspectives

4. **Grounded theory:** a grounded theory study discovers or generates a theory

Photo voice + innovative approaches

Some weaknesses of qualitative research

- Time consuming
- Vague methodology for data analysis
- Interpretation of results is biased or subjective.
- Generalisability is quite difficult.

Transparency & replicability

- Quality "Gold standard"
- Transparency
- Reproducibility
- Trustworthiness
- Rigor / rigorous

Transparency criteria

1. Kind of qualitative method
2. Research setting
3. Position of researcher (insider/outsider)
4. Sampling procedures
5. Relative importance of the participants
6. Documenting interactions with participants

Transparency criteria

7. Saturation point

8. Unexpected opportunities, challenges, and changes

9. Management of power imbalance

10. Data coding

11. Data analysis

12. Data disclosure

Three types of replicability

1. Exact replication
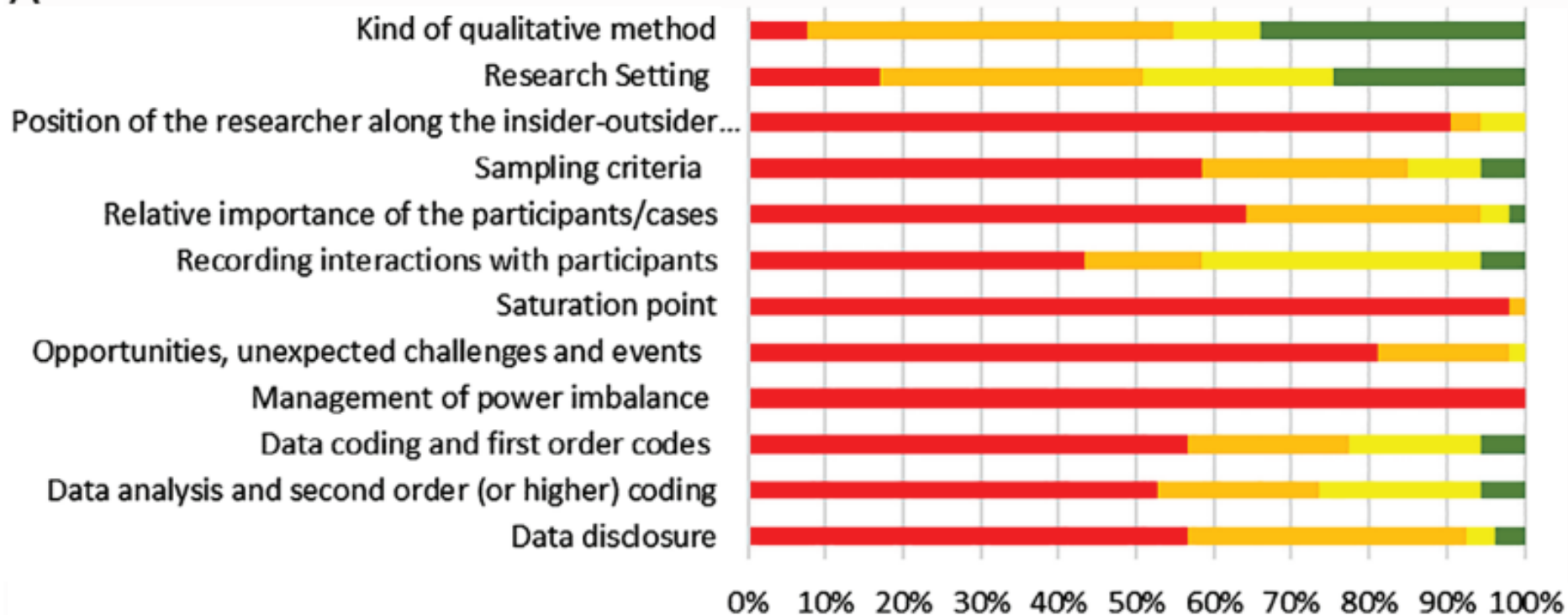
(Same population and procedures)

2. Empirical replication

(Same procedures but different population)

3. Conceptual replication

(Same population but different procedures)

Exact Replication

A

Legend:
- Criterion not mentioned
- Criterion mentioned but not elaborated
- Criterion partially met
- Criterion met

Empirical Replication

B

Categories (top to bottom):
- Kind of qualitative method
- Recording interactions with participants
- Saturation point
- Opportunities, unexpected challenges and events
- Management of power imbalance
- Data coding and first order codes
- Data analysis and second order (or higher) coding
- Data disclosure

X-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Legend:
- Criterion not mentioned
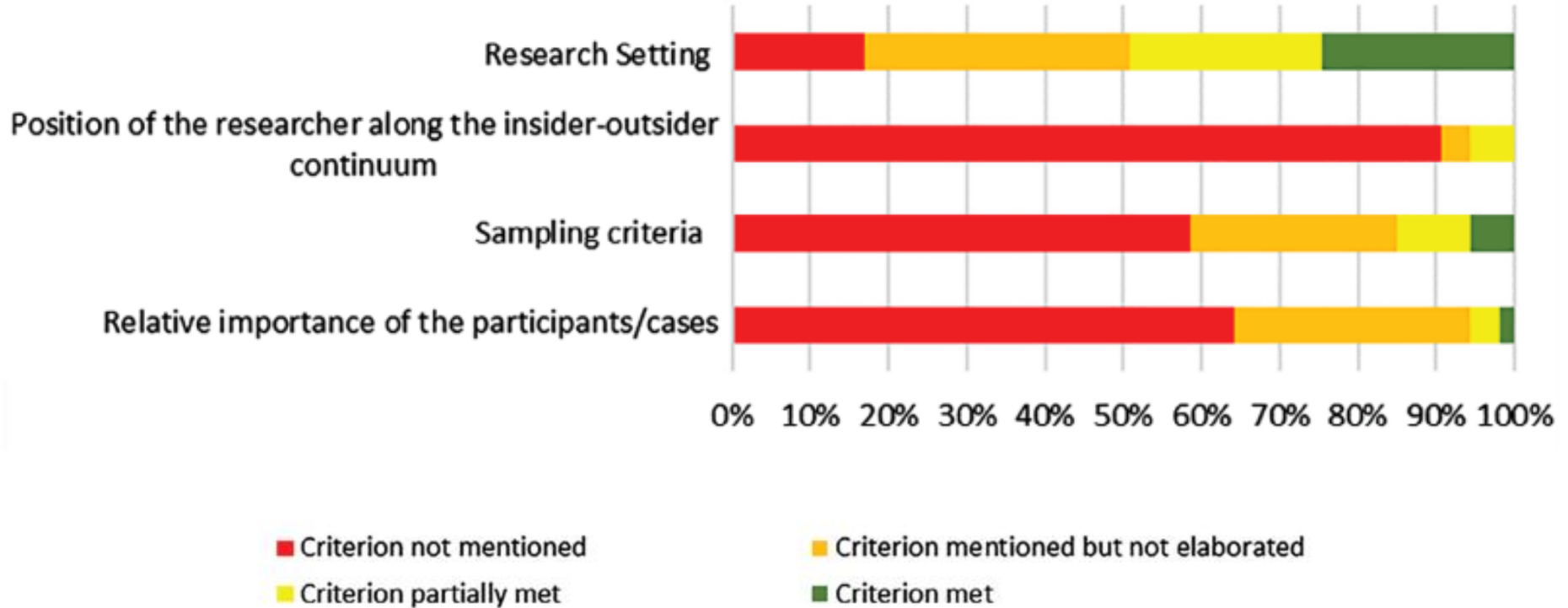- Criterion mentioned but not elaborated
- Criterion partially met
- Criterion met
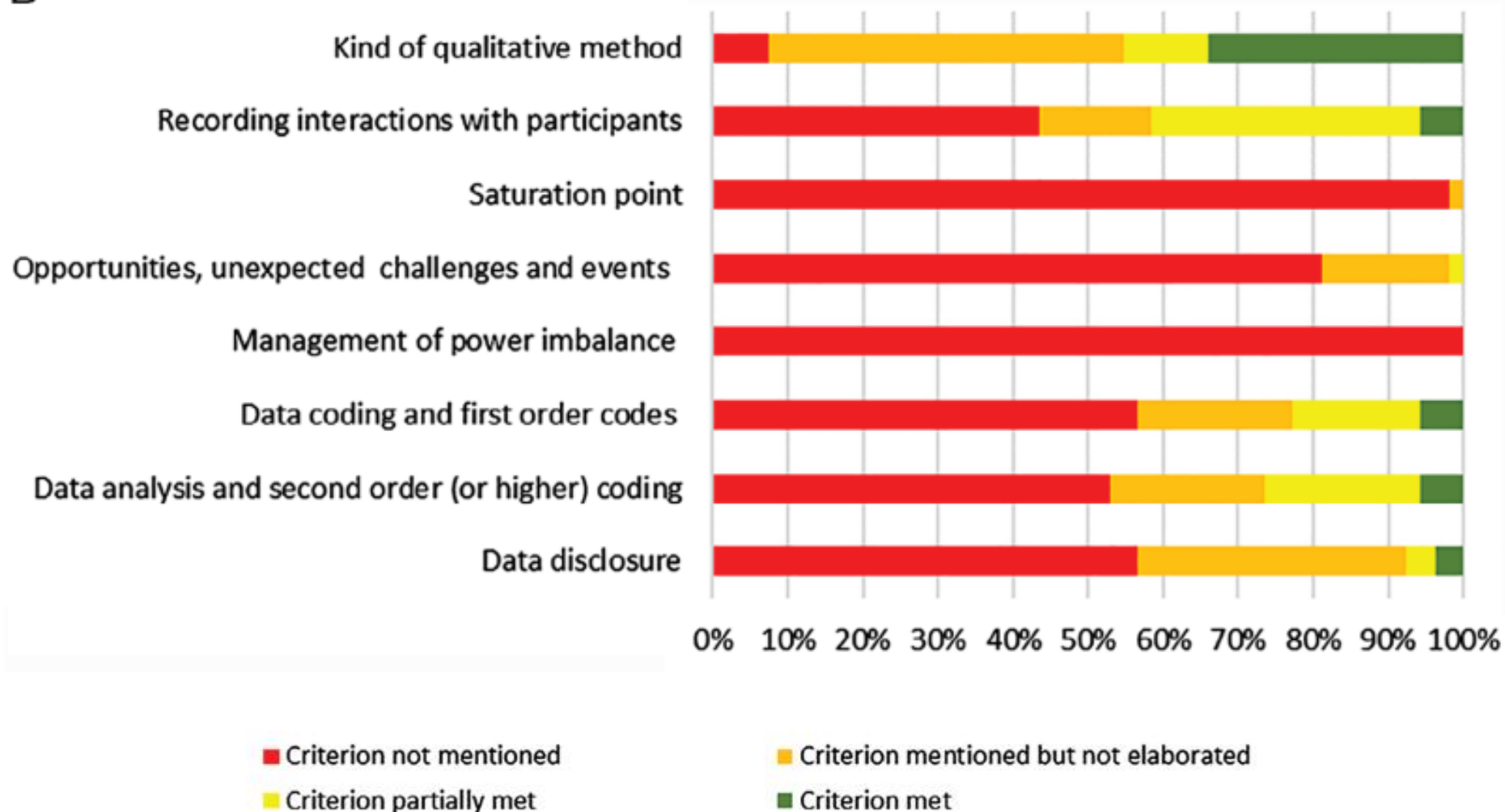
C Conceptual Replication

Other options?

Quant-Qual methods

- Quant-Qual methods (Q^2) or Mixed methods

- Recognise that many different terms are used for this approach, such as

  "...Integrating, synthesis, quantitative and qualitative methods, multimethod, mixed methodology, mixed methods."
  (Bryman, 2006; Tashakkori and Teddlie, 2003)

Planning mixed methods procedure

- **Timing**

  (How long does it take for each technique in terms of data collection and analysis?)

- **Weighting**

  (What is the right proportion for quantitative and qualitative techniques? Which one should play a bigger role?)

- **Mixing**

  (How can we use qualitative method to complement the quantitative one and vice versa?)

- **Theorising or transforming perspectives**

  (What is the procedure for making sense of the data from using variety of techniques?)

Exercise for discussion

- Think of one research topic.

- Identify some issues we have to raise for a rigorous research.

- Is it possible to apply mixed methods for the research and how?

- When qualitative research is more suitable and when we need mixed methods?

Muito obrigado