



QUALITATIVE RESEARCH: DATA COLLECTION & DATA ANALYSIS TECHNIQUES

M. Puvenesvary
Radziah Abdul Rahim
R. Sivabala Naidu
Mastura Badzis
Noor Fadhilah Mat Nayan
Noor Hashima Abd Aziz

QUALITATIVE RESEARCH: DATA COLLECTION & DATA ANALYSIS TECHNIQUES

QUALITATIVE RESEARCH: DATA COLLECTION & DATA ANALYSIS TECHNIQUES

M. Puvenesvary
Radziah Abdul Rahim
R. Sivabala Naidu
Mastura Badzis
Noor Fadhilah Mat Nayan
Noor Hashima Abd Aziz

Universiti Utara Malaysia Press
Sintok • 2011

UUM Press
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Malaysia.
<http://uumpress.edu.my>

© 2011 UUM Press

All rights reserved. No part of this publication may be reproduced, stored in retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission of Universiti Utara Malaysia Press.

First Published 2008
Second Published 2011

ISBN 978-983-3827-59-6

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

M. Puvnesvary

Qualitative Research: Data Collection & Data Analysis Techniques
/M. Puvnesvary, Radziah Abdul Rahim, R. Sivabala Naidu, Mastura
ISBN 978-983-3827-59-6

1. Qualitative Research: Data Collection & Data Analysis Techniques
I. Judul.
899.2309

Printed by UUM Press.

ISBN 978-983-3827-59-6

First Published 2008

©M. Puvenesvary, Radziah Abdul Rahim, R. Sivabala Naidu,
Mastura Badzis, Noor Fadhilah Mat Nayan & Noor Hashima Abd Aziz

All rights reserved. No part of this publication may be reproduced, stored
in retrieval system or transmitted in any form or by any means,
electronic, mechanical, photocopying, recording or otherwise,
without prior permission of
UNIVERSITI UTARA MALAYSIA PRESS.

Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Qualitative research: data collection & data analysis techniques /

M. Puvenesvary ... [et al.].

Includes index

Bibliografi : p.

ISBN 978-983-3827-59-6

1. Qualitative research--Methodology. 2. Qualitative research--

Data processing. I. Puvenesvary, M.

302.0723

Published and Printed by
Universiti Utara Malaysia Press

TABLE OF CONTENT

List of Tables	xiii
Preface	xv
Acknowledgement	xvii
Overview of the Chapters	xix
About the Authors	xxiii

CHAPTER 1: INTRODUCTION TO QUALITATIVE RESEARCH

Introduction	1
Differences Between Qualitative and Quantitative Research Designs	1
Strengths of Qualitative Research	2
What is Research Design?	3
Philosophical and Theoretical Perspectives	4
Assumptions of the Qualitative Paradigms	6
Interpretive Paradigms	7
Qualities of a Qualitative Researcher	8
Different Types of Data Collection Methods	9
Issues of Validity and Reliability in Qualitative Research	9
Triangulation	11
Methods Triangulation	11
Triangulation of Sources	11
Analyst or Investigator Triangulation	12
Theory/Perspective Triangulation	12
Data Analysis Software	12
Conclusion	14
Bibliography	15

CHAPTER 2: INTERVIEWS

Introduction	19
Definition of Interviews and Uses of the Method	19
Types of Interview Structures	20
The Standardised Open-Ended Interview	21
The Semi-Standardised Interview	22
The Unstandardised/Informal Conversational Interview	23

Essential Characteristics of Good Interviews	24
Steps in Carrying out Interviews	25
Pre-Interview Stage	25
Selection of Respondents	25
During the Interview Stage	26
Seating Arrangement	26
Opening the Interview	26
Interviewing the Respondent	27
Recording the Data	29
Closing the Interview	30
After the Interview Stage	30
Transcribing Interviews	31
Organising Interview Data for Analysis	31
Analysing the Data	32
Guarding Against Threats to Validity and Reliability	34
Reporting of Interview Studies	35
Ethical Issues	36
Informed Consent	36
Confidentiality	36
Consequences	36
Weaknesses of Interview Techniques	36
Strengths of Interview Techniques	37
Conclusion	37
Sample Research Questions	38
Bibliography	39
Appendix A: Research Ethics Documents	42
1. Agreement to Participate Form	42
2. Information Sheet to Business Practitioners	43

CHAPTER 3: FOCUS GROUP INTERVIEWS

Introduction	45
History of Focus Group Interviews	45
What are Focus Group Interviews?	46
Why Use Focus Group Interviews?	46
Characteristics of Focus Group Interviews	47
Steps in Conducting Focus Group Interviews	47
Selection of Participants	48
Data Collection Procedures	48

Data Analysis	50
Ensuring Validity	51
Paying Attention to Ethical Issues	51
Advantages of Focus Group Interviews	52
Limitations of Focus Group Interviews	52
Variations on Focus Groups	53
Projects which can use Focus Group Interviews	53
Bibliography	54

CHAPTER 4: OBSERVATION

Introduction	55
Types and Forms of Observation	56
Participant Observation and Non-Participant Observation	57
Techniques and Strategies of Observations	58
Analysing Observational Data	59
Examples of Steps and Procedures in Undertaking an Observational Method of Study	59
Observation Method of Study	60
Advantages and Disadvantages of Using Observations	61
Ethical Issues and the Role of Observer	62
Sample Research Questions	62
Bibliography	64

CHAPTER 5: DIARY STUDY

Introduction	67
Types of Diaries	67
Steps in Carrying out Diary Studies	68
Subjects	68
Data Collection Procedures	69
Data Analysis	71
Guarding Against Threats to Validity and Reliability	72
Strengths and Weaknesses	73
Ethical Issues	74
The Issue of Rights	74
The Issue of Risks	74
The Issue of Consent	74

Sample Research Questions Using Journals	75
Conclusion	75
Bibliography	76
Appendix B: Samples of Journal Entries	79

CHAPTER 6: ARCHIVAL DOCUMENTARY RESEARCH

Introduction	83
Using Documents as Research Tool	84
Types of (Archival) Documents	87
Steps in Carrying out Archival Documentary Research	89
Starting Out	89
Identifying and Analysing Documents	90
Guarding Against Threats to Validity and Reliability	91
Authenticity	91
Reliability	92
Strengths and Weaknesses of Archival Documentary Research	93
Ethical Issue	95
Conclusion	95
Sample Research Questions	96
Bibliography	98

CHAPTER 7: CONTENT ANALYSIS

Introduction	101
Content Analysis Procedures	102
Document Selection, Sampling and Collection Procedure	102
Coding	104
Open Coding	104
Coding Frames	104
Conceptual and Relational Analysis	105
Ensuring Objectivity – Some Guidelines for Consideration	106
Validity in Content Analysis	107
Reliability in Content Analysis	107
Weighing the pros and cons of Content Analysis	108
Ethical Concerns – The dos and don'ts	109
In a Nutshell	109
Sample Research Questions	110
Bibliography	112
Appendix C: Sample Analysis	115

CHAPTER 8: WRITING THE REPORT

Introduction	119
Organisation of the Report	120
Abstract	120
Table of Contents	120
Introductory Chapter	120
Literature Review Chapter	121
Methodology Chapter	121
Data Analysis Chapter	122
The Final Chapter	122
A Final Note	123
Bibliography	124
INDEX	125