.

[Email address]

Abstract

[Draw your reader in with an engaging abstract. It is typically a short summary of the document.   
When you’re ready to add your content, just click here and start typing.]

[Document title]

[Document subtitle]

# Executive Summary

Every semester there are thousands of students enrolled in different courses offered by the school of ICT at UTAS. These students come from different corners of the world and communication becomes one of the major problems during their course of study. For understanding the meaning and to avoid language issues students use different language translation applications. These Apps help the students in understanding the meaning of different languages and make their daily activities easier.

Contents

[Executive Summary 1](#_Toc111212468)

[Introduction 3](#_Toc111212469)

[Qualitative research strategy: case study 3](#_Toc111212470)

[Scenario analysis 4](#_Toc111212471)

[Case study characteristics: 4](#_Toc111212472)

[Qualitative data collection method 4](#_Toc111212473)

[Interviews 4](#_Toc111212474)

[Questions Frame 5](#_Toc111212475)

[Interview Implementation plan 6](#_Toc111212476)

[Qualitative Data Analysis technique 6](#_Toc111212477)

[Grounded theory 6](#_Toc111212478)

[Discussion 7](#_Toc111212479)

[Conclusion 7](#_Toc111212480)

[References 8](#_Toc111212481)

# Introduction

The qualitative research technique is one of the best ways using which we can collect the data and understand the approach. Here the individual tries to get in-depth detail from the respondent and based on the response derives the required conclusion. This helps in revealing the experience and opinion one has toward the discussion topic. We can use different qualitative research methods like one-to-one interviews, Ethnographic research, case study research, focus groups, and so on. Since these data are descriptive and differ from person to person, we end up having a large collection of data that portrays the different opinions (Flyvbjerg, 2011).

By using the Qualitative research technique, we can get the description of beliefs and experiences of every individual using the different language translation applications. Open-ended questions help the participant to be more comfortable and share his opinions in a personalized manner with the interviewer. The semi-structured methods like Interviews, focus groups, and participant observation help us in obtaining a large collection of data using which we can infer the required results. Based on the response from the participant the interviewer asks the next question and will be relatable to the previous question (Valenzuela, 2002).

# Qualitative research strategy: case study

Qualitative research is a process of obtaining information through conversations and open-ended communication. It involves collecting and analyzing non-numerical data to obtain the opinions and experiences of different people. It also helps us in understanding how people react to a given context. Among the different qualitative research methods like one-to-one interviews, focus groups, ethnographic research, record keeping and qualitative observation the interview method is found to be more useful for the given context as the data obtained through this method would be more precise (Qu, 2011).

## Scenario analysis

In the given scenario of communication issues faced by the students of ICT, we study the different language translation apps and the experience of students with them. As the opinion differs from student to student the data obtained may be subjective and diverse. The international students studying at the school of ICT at UTAS are our research group and we try to understand the different views of students towards the language translation apps.

## Case study characteristics:

In the given scenario of the language-translation application used by the students of ICT, the different characteristics of the case study are as follows :

* The different students studying in the school of ICT at UTAS
* The group of people who are using the conversion app for communication purposes
* The features and functionalities of the translation apps
* The dependence of the student on the language translation application
* In what context and in which situations the application is being used

# Qualitative data collection method

Qualitative data collection involves deep analysis and research to obtain accurate data. It helps us in providing detailed insight and explore us to take the required decision. It mainly focuses on reasons, and motivations and gaining insights to get deeper into the research and accumulate more information. Among the different available methods for qualitative data collection like Interviews, focus groups, case studies, and observations we selected the Interview method as it is a personal approach, and the data is collected directly from the interviewee. The information obtained from this method is assumption free and more accurate (Houston, 2022).

## Interviews

Interviews are one of the most important qualitative tools for gathering information and understanding the experiences of people. Unlike different ways of data collection like observations, mail surveys, and case studies, in Interviews, we can ask questions depending on their answers and continue the conversation accordingly. In our scenario, the interviewer works with students and tries to gain their experience in using the translation apps.

Interviews are broadly classified into three categories – Structured interviews, semi-structured interviews, and unstructured interviews. In a structured interview, the questions are more organized and well planned. This type is useful when we have a limited timeframe and have lots of questions to be covered. It is recommended to be used when the agenda is well discussed and has a clear idea so that all the topics are covered and there will be no need for additional follow-ups (Colette, 2018).

In semi-structured interviews, the questions are partially organized, and the flow of the interview is based on the response of the candidate. The main topics to be discussed are noted and depending on the answers provided for previous questions the next set of topics are discussed. In an unsure, also known as non-directive interviewing the interviewer does not have a specific pattern and there are no advance arrangements made (George, 2022).

In our scenario, the best method that can be recommended is to have a semi-structured interview. They are a mix of both structured and unstructured interviews wherein some of the questions are pre-determined, but their order is not planned. Major topics that need to be discussed are noted and then depending on the response provided for the question the interview is continued.

## Questions Frame

A given set of questions are pre-determined and can be divided into various categories like an ethical, reflective, open-ended, close-ended structured interview so on. Based on our scenario semi-structured questions can be a good choice since the response from the students is not anticipated. It focuses on the experience, skills, feelings, and the approach taken by the students of ICT in improving communication by using the language translation app.

The below set of questions can be drafted for the interview so that the interviewer has control over the conversation, and it takes place in a well-mannered phase.

* Which are the different language translation applications used?
* Among the different applications available for translations which one is considered better?
* How are the translation apps helping you in building your communication skill?
* Which of the features of the application helps you in day-to-day activities?
* Which are the different occasions where the translation application has been found useful?
* To what extent are those applications are being dependent on daily conversations?
* Is the application recommended for the use of other people?

Some of the advantages of using the above-framed questions are:

* The answers to the above questions can be consolidated and a reliable data set can be obtained
* Based on the response to the above questions additional follow-up questions can be asked
* The students can express their emotions, feelings, and their ideas concerning the above questions and provide more information on them.

## Interview Implementation plan

For any task to be implemented successfully there should be good planning over it and must be controlled accordingly. Planning the different aspects of the interview will help us in getting more insights. We must understand the main purpose of the interview and our main aim should be to obtain more relevant information. Firstly, we should adhere to the rules and regulations and maintain ethical standards. We must have the consent of the students before taking the interview and respect their privacy. The interview must not take more than 5-10 minutes so the student should be in a positive state and try to obtain most of the required details. It should be performed at different locations and at different times so that people with different approaches and mindsets are covered (Kvale, 1999).

# Qualitative Data Analysis technique

Qualitative data analysis is the process of systematically arranging the collected data so that analysis can be made on it and required results are obtained. This method must be performed with utmost care as weak analysis may end up having inaccurate results and not only damages the authenticity but makes the process unusable.

## Grounded theory

Grounded theory is a method of generation of data that has been collected and analyzed systematically. It helps in conceptualizing the hidden collective and social patterns in the data (Noble H, 2016;).

The important concepts of grounded theory are:

* Data collection and analysis take place simultaneously
* Different categories and analytics are developed from the data
* The categories are refined through theoretical samples
* Abstract categories are constructed, and social processes are discovered in the data
* The categories are integrated into the framework

All the different types of information gained through interviews and observations are a fundamental property of grounded theory. This information helps in gaining more insights

The different stages of grounded theory are:

* **Code**  - Finding anchors that pass the data’s key points to be gathered.
* **Concept** - Group of codes having the same contents that allow the data to be grouped.
* **Category** – Broad group of same concepts that allow in theory generation.
* **Theory** - A group of categories that detail the subject of research.

After the data is collected it involves the following process:

1. Coding text and theorizing: In this stage, small sets of data are coded, and important concepts are identified by marking the key phrases. This process is called open coding. Here we analyze the data and bring out the conceptual components
2. Memoing and theorizing: On every identified concept we write down the running notes. It constitutes an intermediate part between the coding and complete analysis. Memos are field notes and give insights into the data collected from observation and contribute to theory building.
3. Integrating, refining and writing theories: After coding categories are completed, we link them together around a central category that places the concepts together (Lazenbatt A, 2005).

**­­­­­­­­**

# Discussion

The investigation is an important aspect that needs to be done before undertaking any task. For doing research and investigation for the given context of usage of translation apps by the students of ICT we use performing one-to-one interviews as the best solution. We can reach out to each individual and question them regarding the different apps used, how much they are dependent on them and how is it helping them in improving their communication. In this way, we can get to know what they feel about the different language translation applications.

In the given case study of the Language translation application used by the students of ICT, we selected doing semi-structured Interviews with the students as the qualitative data collection method. The reason for selecting this option is we can obtain the required details directly from the students without making any assumptions. The qualitative information obtained through this process is more accurate as it is based on individual experience. We have the main topics noted and based on the response from the students we can proceed with other questions. Semi-structured interviews help in bringing out the experience of the students both logically and emotionally.

For performing qualitative data analysis, we used grounded theory because it deals with generating the data which has been systematically collected and analyzed. This method explains how the translation app works with the social world and how well it is accepted by the students. It portrays the views and experiences of the individual that uses the translation application. The most important reason for choosing this method over other analysis methods is its focus on theory development. Grounded theory is well suited for cases where we need to analyze a large amount of qualitative data.

# Conclusion

We gathered a large collection of data about the different language translation apps used by the students of ICT. This collected data is more precise since it covers the experience and opinions of each student of ICT. The students are selected randomly at different times and from different locations so that we have a unique collection of data. The interviews done with everyone are noted and analysis is done on the collected data. The findings from the analysis help us in understanding the behavior of students towards the language translation application and the way it is having an impact on the daily communication of the students (Bhandari, 2020).

# References

1. Bhandari, P., 2020. *What Is Qualitative Research? | Methods & Examples.* [Online]   
   Available at: https://www.scribbr.com/methodology/qualitative-research/
2. Colette, B., 2018. *Your Guide to Qualitative and Quantitative Data Analysis Methods.* [Online].
3. Flyvbjerg, B., 2011. 'Case Study' ,The sage handbook of qualitative research. Volume 4, pp. 301-316.
4. George, T., 2022. *Structured Interview | Definition, Guide & Examples.* [Online]   
   Available at: https://www.scribbr.com/methodology/structured-interview/
5. Houston, K., 2022. *Qualitative data-collection methods.* [Online]   
   Available at: https://www.jotform.com/blog/qualitative-data-collection-methods/
6. Kvale, S., 1999. The psychoanalytic interview as qualitative research. *Qualitative inquiry,* 5(1), pp. 87-113.
7. Lazenbatt A, E., 2005. How to recognize a quality grounded theory research study. *Australian Jounal of Advanced Nursing,* 22(3), pp. 48-52.
8. Noble H, M. G., 2016;. What is grounded theory?. *Evidence-Based Nursing ,* Volume 19, pp. 34-35..
9. Qu, S. &. D. J., 2011. The qualitative research interview. *Qualitative research in accounting & management .*
10. Valenzuela, D. &. S., 2002. Interview as method for qualitative research. *Southern Cross University and Sothern Cross Institute of Action Research (SCIAR) .*