

Which of the methods described in this week's reading would you think would suit your purpose?

Qualitative Research.

- Research following a qualitative approach is exploratory and seeks to explain 'how' and 'why' a particular phenomenon, or programme, operates as it does in a specific context.
 - As such, qualitative research often investigates i) local knowledge and understanding of a given issue or programme; ii) people's experiences, meanings and relationships and iii) social processes and contextual factors (e.g., social norms and cultural practices) that marginalise a group of people or impact a programme.
 - Qualitative data is non-numerical, covering images, videos, text and people's written or spoken words. Qualitative data is often gathered through individual interviews and focus group discussions using semi-structured or unstructured topic guides.
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- **Which data collection methods would you consider using?**
 - Interviews.
 - Questionnaire and Surveys.
 - Documents and Records.