**Pure qualitative methodology** refers to research approaches that rely entirely on non-numerical data, focusing on understanding complex phenomena through in-depth exploration, observation, and interpretation. This methodology is used to gather detailed insights into people's experiences, behaviors, thoughts, and social contexts.

Key characteristics of pure qualitative methodology include:

1. **Data Collection Methods**:
   * **Interviews**: Open-ended or semi-structured interviews to gather in-depth responses.
   * **Focus Groups**: Group discussions to explore shared experiences or opinions.
   * **Observations**: Field notes taken while observing behaviors or interactions in natural settings.
   * **Textual/Content Analysis**: Analyzing written or visual materials such as documents, media, or social media content.
2. **Data Analysis**:
   * **Thematic Analysis**: Identifying patterns or themes within qualitative data.
   * **Narrative Analysis**: Exploring the stories people tell to understand their experiences.
   * **Grounded Theory**: Building theory based on the data collected, rather than testing a pre-existing theory.
   * **Ethnography**: In-depth study of cultures and communities by immersing in the environment.
3. **Nature of Results**:
   * Descriptive and interpretive rather than statistical.
   * Provides rich, contextualized understandings of a topic.

Pure qualitative research is often used in social sciences, education, health care, and other fields where understanding human experiences and complex social processes is crucial.