QUALITATIVE & SAMPLING DESIGN

Practical Research 1

MELCS

Most Essential Learning Competencies

- **Chooses** appropriate qualitative research design

- **Describes** sampling procedure and sample

Learning Objectives

01

By the end of the lesson, the student is expected to:

Be able to choose an appropriate qualitative research design

02

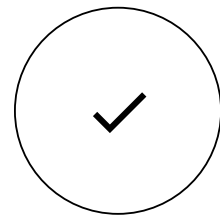**By the end of the lesson, the student is expected to:**

Be able to describe the sampling procedure and sample.

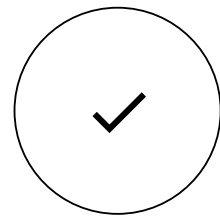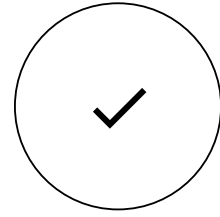# RESEARCH DESIGNS

of Qualitative Research
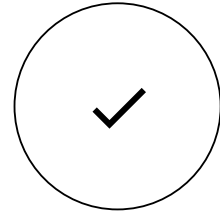
5 Qualitative Research Designs
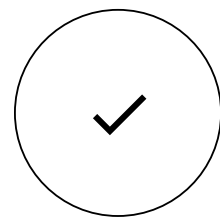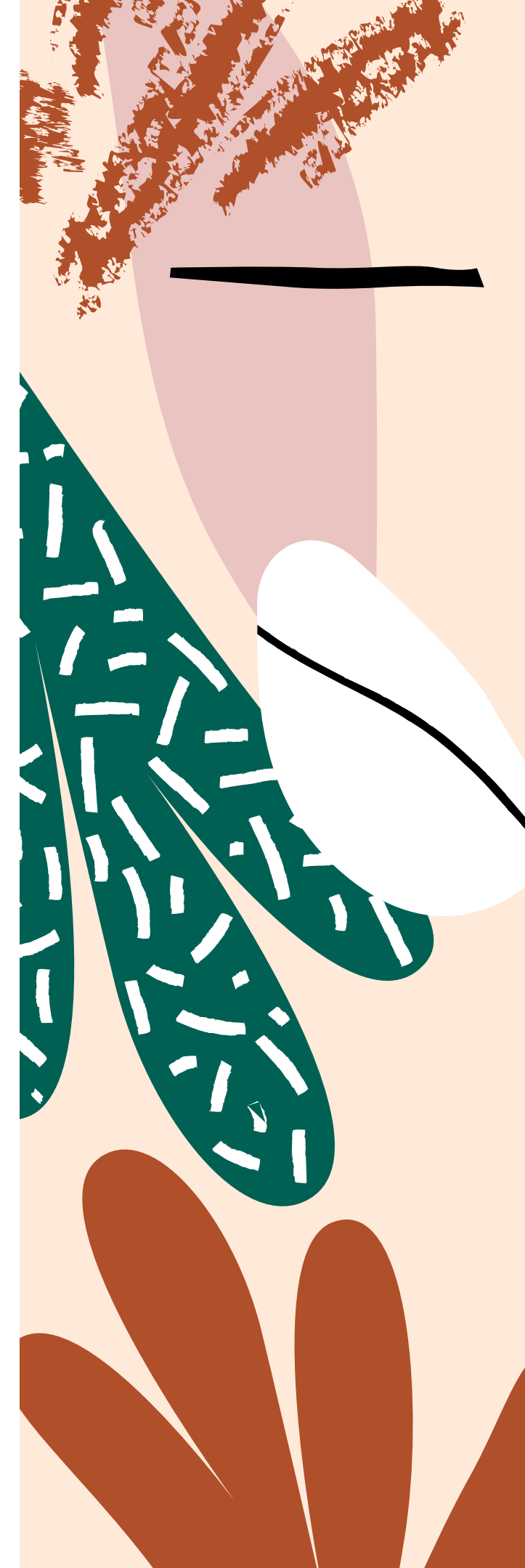
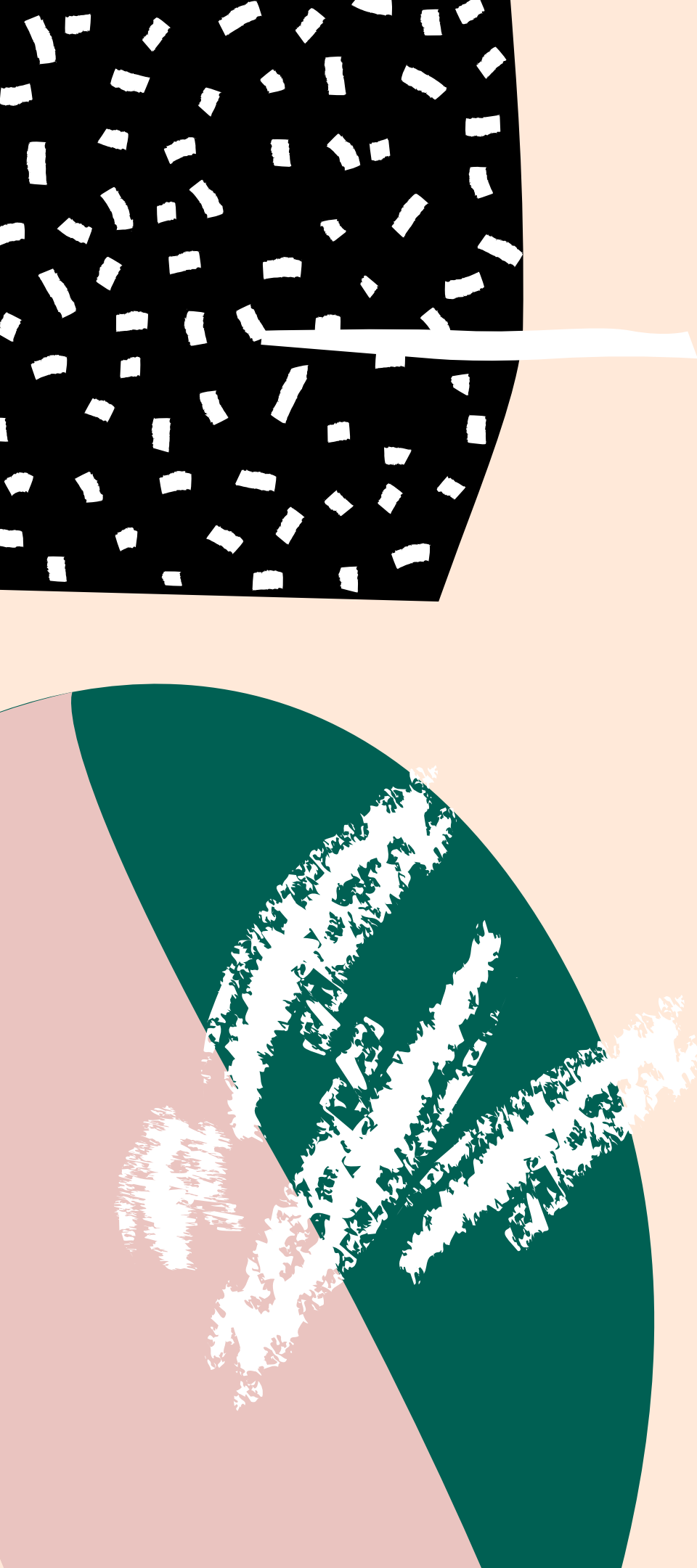✓ Grounded Theory

✓ Case Studies

✓ Ethnographic Studies

✓ Biographical or Narrative Research

✓ Phenomenology
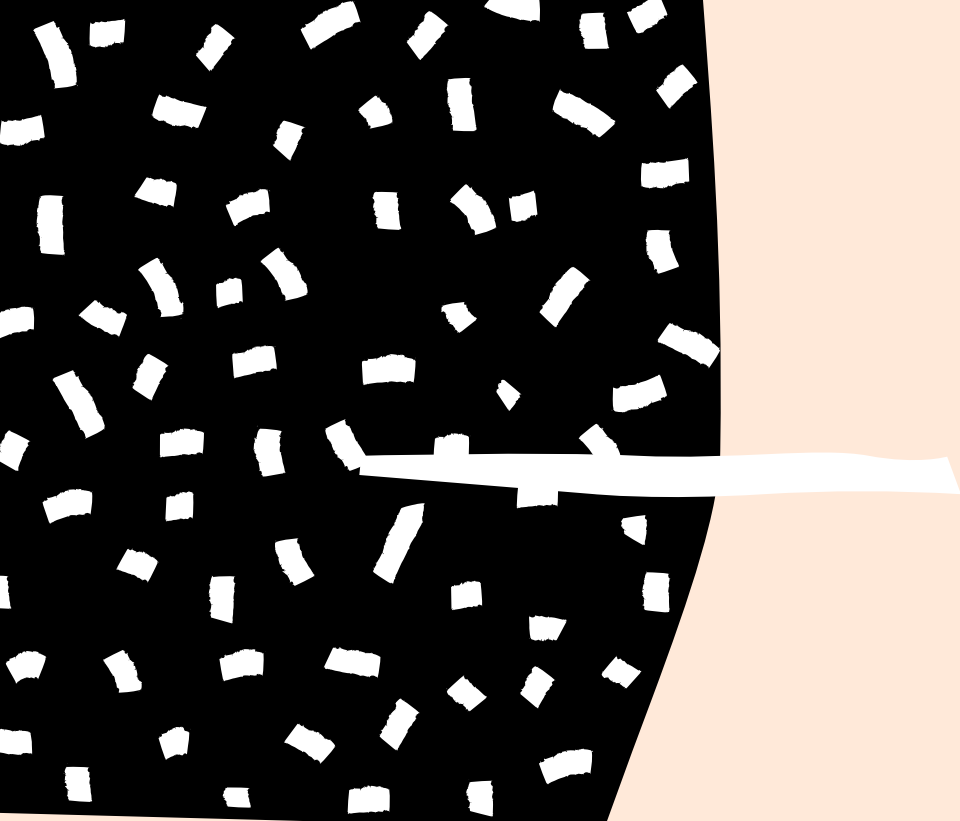
GROUNDED THEORY

Grounded theory
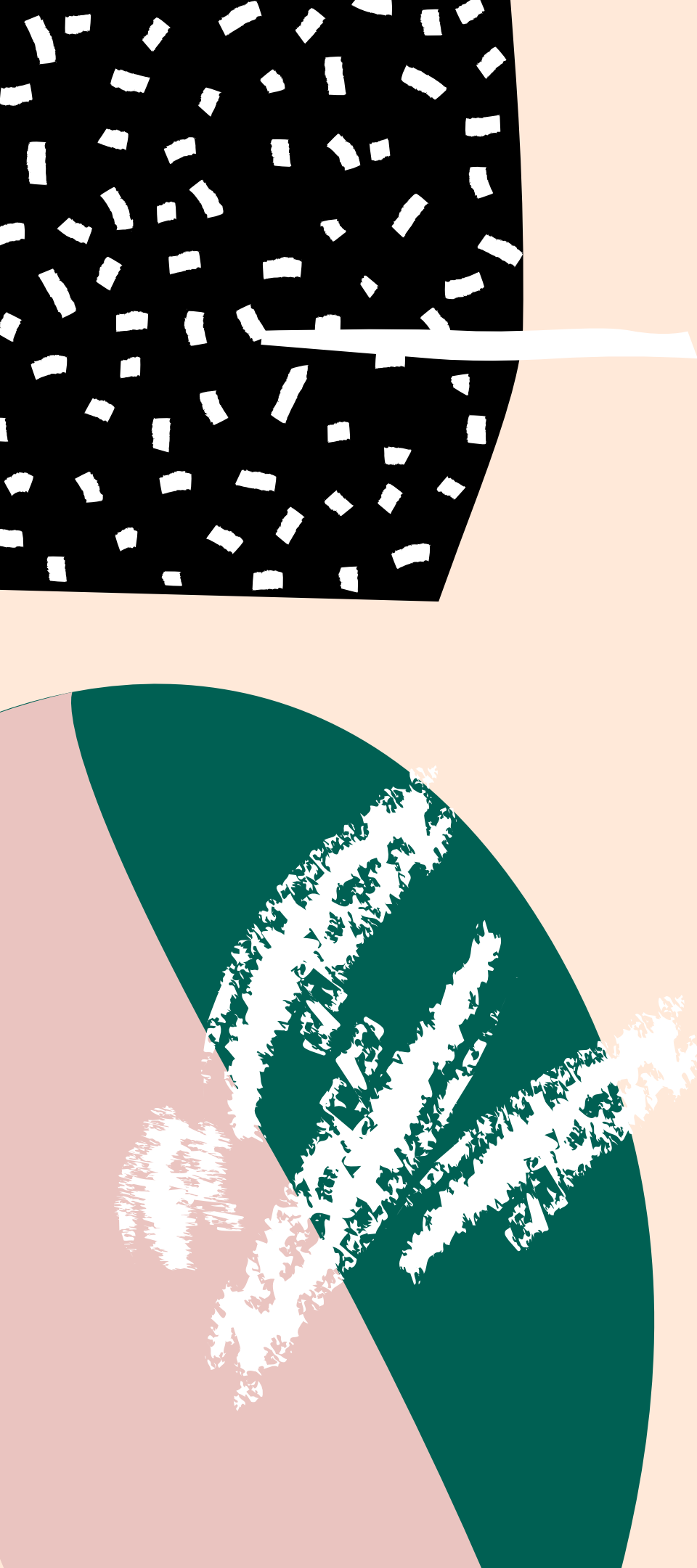
- is a systematic procedure of data analysis.

- It allows researchers to develop a theory that explains a specific phenomenon.

- It is used to conceptualize phenomena using research

- the grounded theory is not seen as a descriptive method and originates from sociology.

- The unit of analysis in grounded theory is a specific phenomenon or incident, not individual behaviors.

- The primary data collection method is through interviews of approximately 20 – 30 participants or until data achieve saturation.

ETHNOGRAPHIC STUDIES

Ethnographic Studies

- are qualitative procedures utilized to describe, analyze, and interpret a culture's characteristics.

- Ethnography is used when a researcher wants to study a group of people to gain a larger understanding of their lives or specific aspects of their lives.
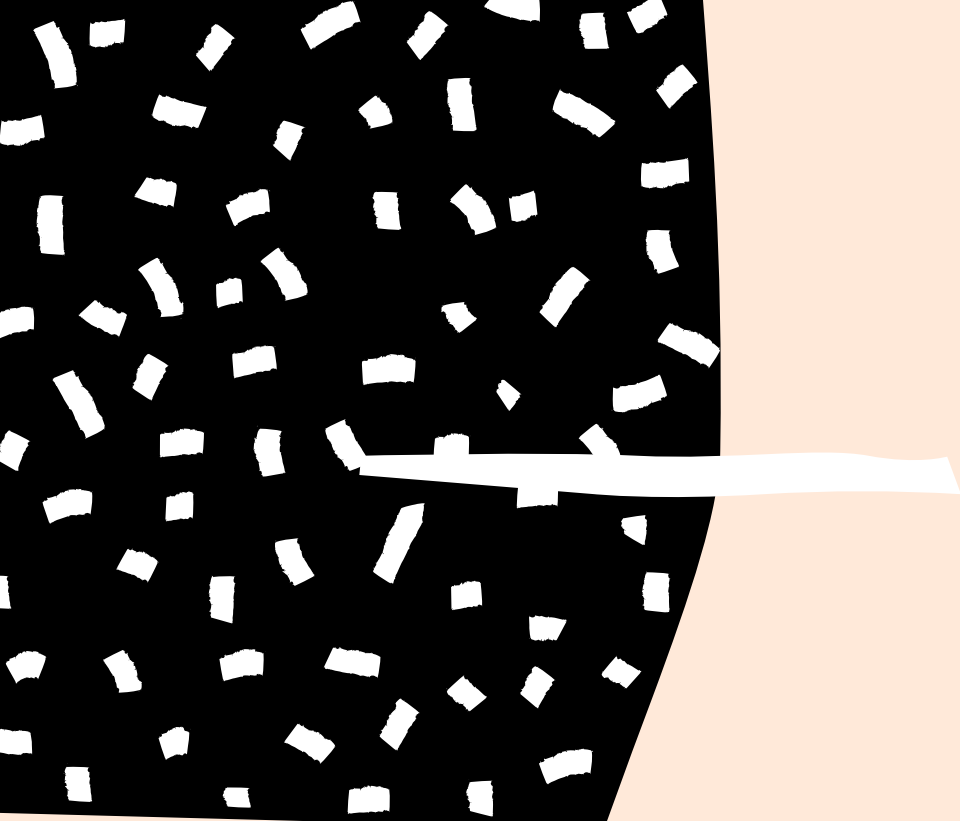
- The primary data collection method is through observation over an extended period.

- Key people in the cultural group is chosen in the study.

PHENOMENOLOGY

Phenomenologgy

- is used to identify phenomena and focus on subjective experiences and understanding the structure of those lived experiences.

- Phenomenology is used to describe, in-depth, the common characteristics of the phenomena that have occurred.

- The primary data collection method is through in-depth interviews.

- 15-20 people can be subjects of the study.

CASE STUDIES

Case Studies

- are believed to have rooted in several disciplines, including science, education, medicine, and law.

- Case studies are to be used when (1) the researcher wants to focus on how and why, (2) the behavior is to be observed, not manipulated, (3) to further understand a given phenomenon, and (4) if the boundaries between the context and phenomena are not clear.

- Multiple methods can be used to gather data, including interviews, observation, and historical documentation.

- Requires 3-5 subjects in most studies.

BIOGRAPHICAL RESEARCH

Biographical or Narrative Research

- Researchers describe the lives of individuals, collect and tell stories about people's lives, and write narratives of individual experiences.

- As a distinct form of qualitative research, a narrative typically focuses on studying a single person.
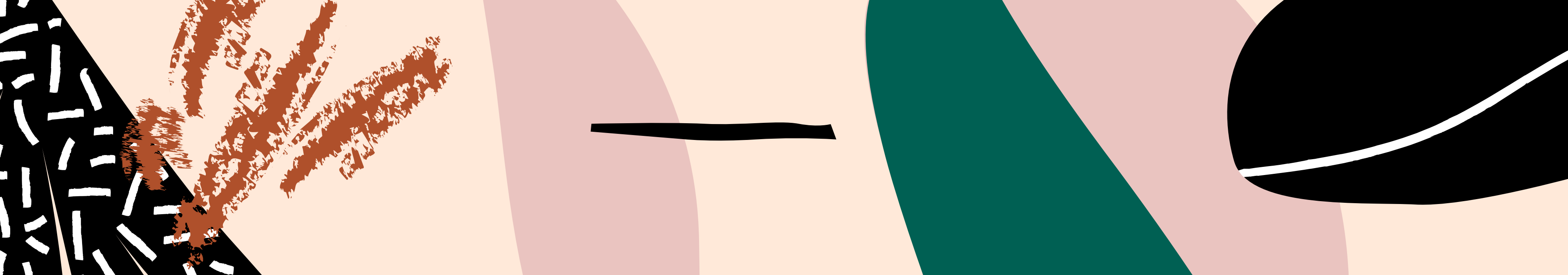
SAMPLING

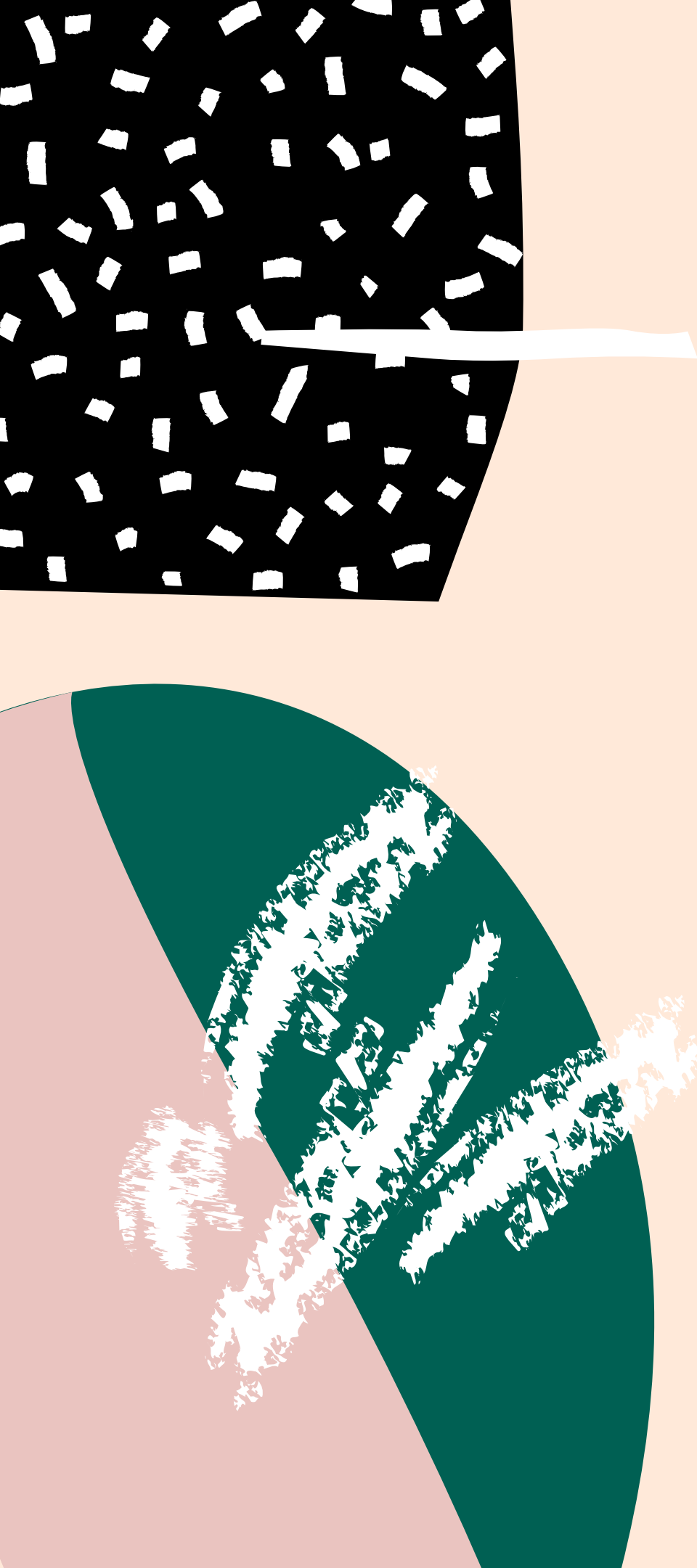Designs

SAMPLING DESIGNS

Main Categories

PROBABILITY SAMPLING

- every unit in the population has a chance (greater than zero) of being selected in the sample, and this probability can be accurately determined

- When every element in the population does have the same probability of selection, this is known as 'equal probability selection (EPS)' design

NON-PROBABILITY SAMPLING

- any sampling method where some elements of the population have no chance of selection (these are sometimes referred as 'out of coverage/undercovered', or where the probability of selection can't be accurately determined.

- It involves the selection of elements based on assumptions regarding the population of interest, which forms the criteria for selection
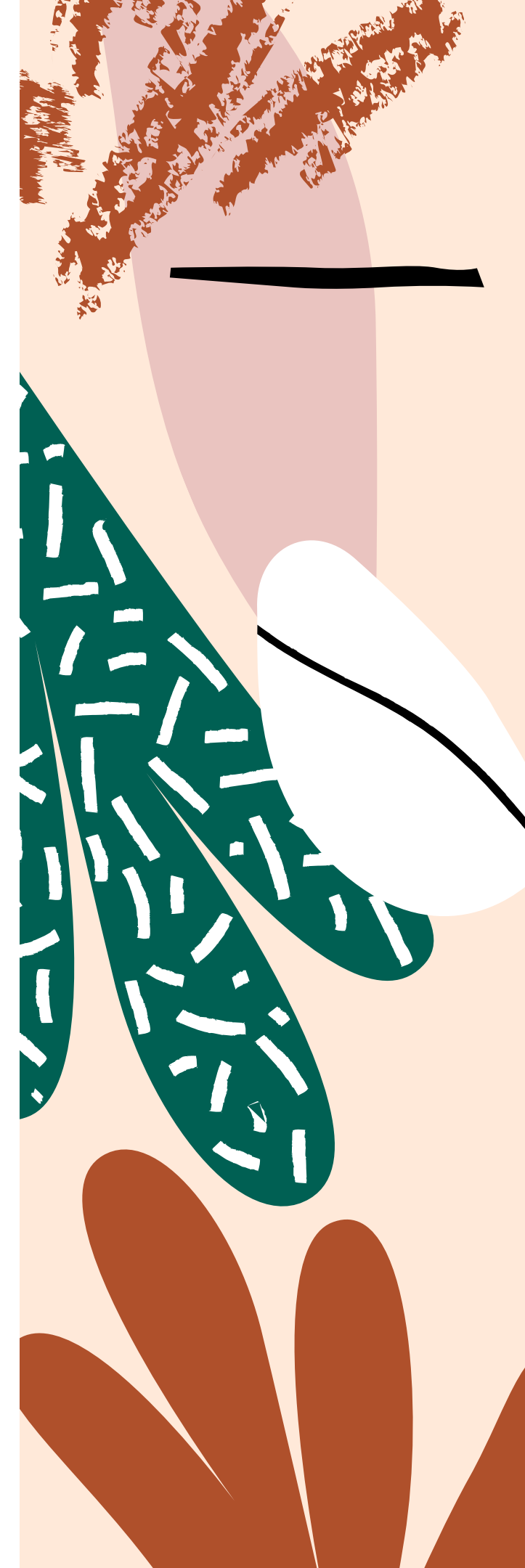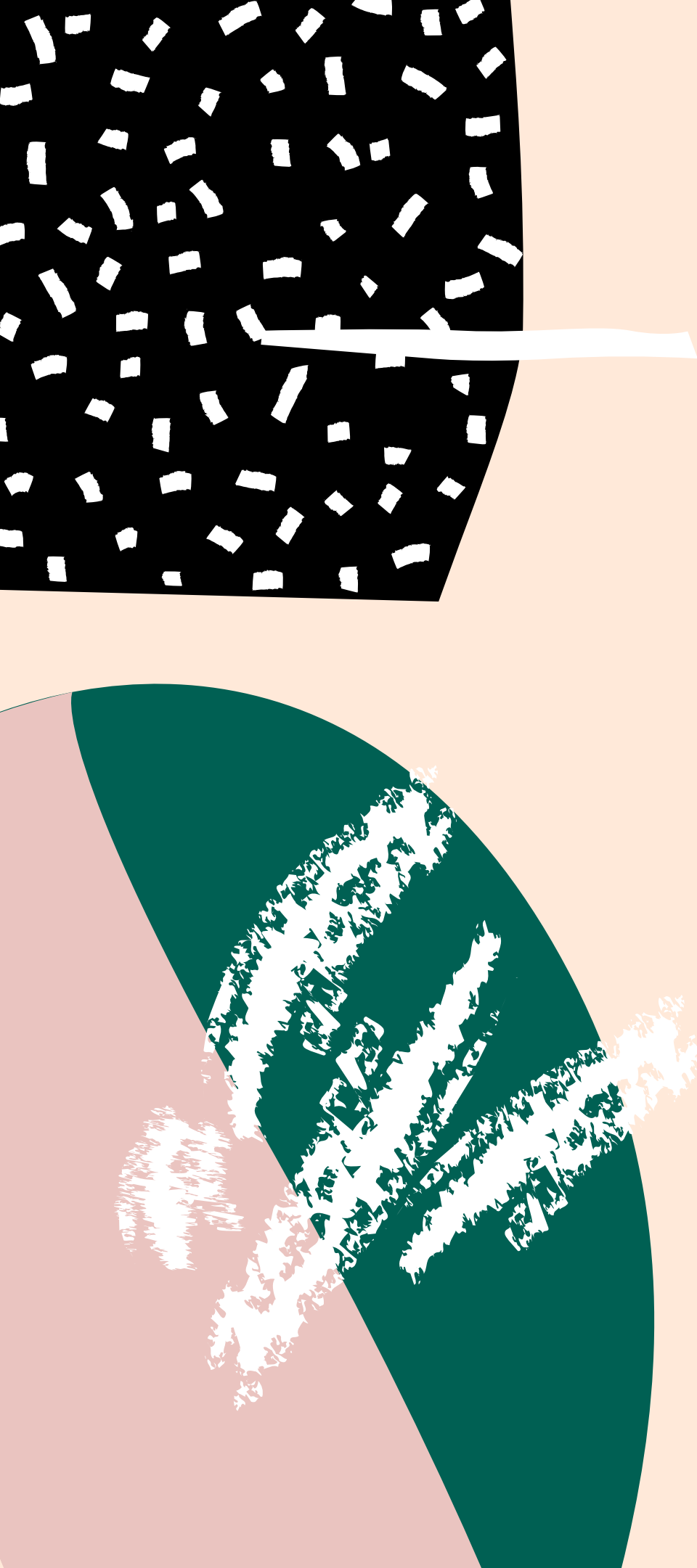
PROBABILITY SAMPLING TYPES

Simple Random Sampling

- The purest form of probability sampling

- Assures each element in the population has an equal chance of being included in the sample

- Random number generators
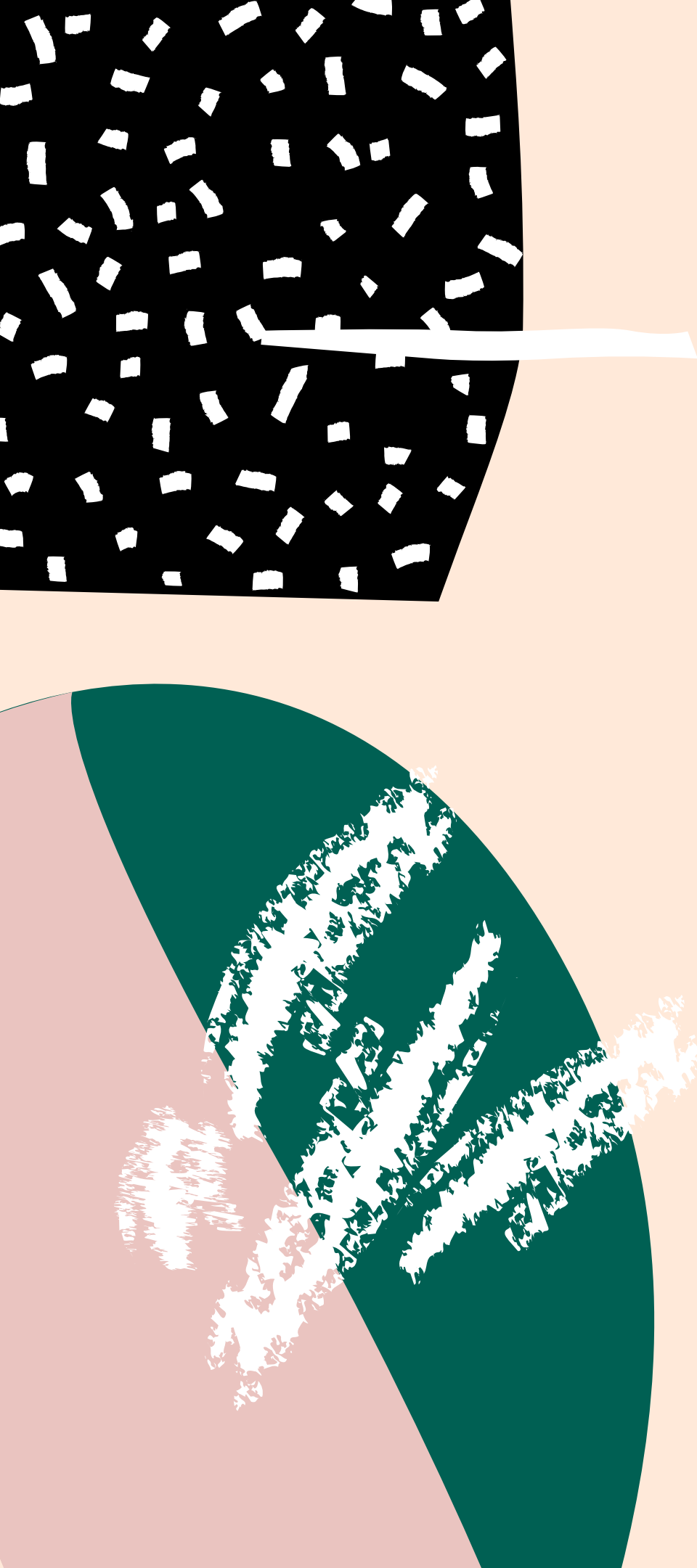
Systematic Sampling

- Relies on arranging the target population according to some ordering scheme and then selecting elements at regular intervals through that ordered list

- It is important that the starting point is not automatically the first in the list, but is instead randomly chosen from within the first to kth element in the list

- SS = Population/Sample Size = interval

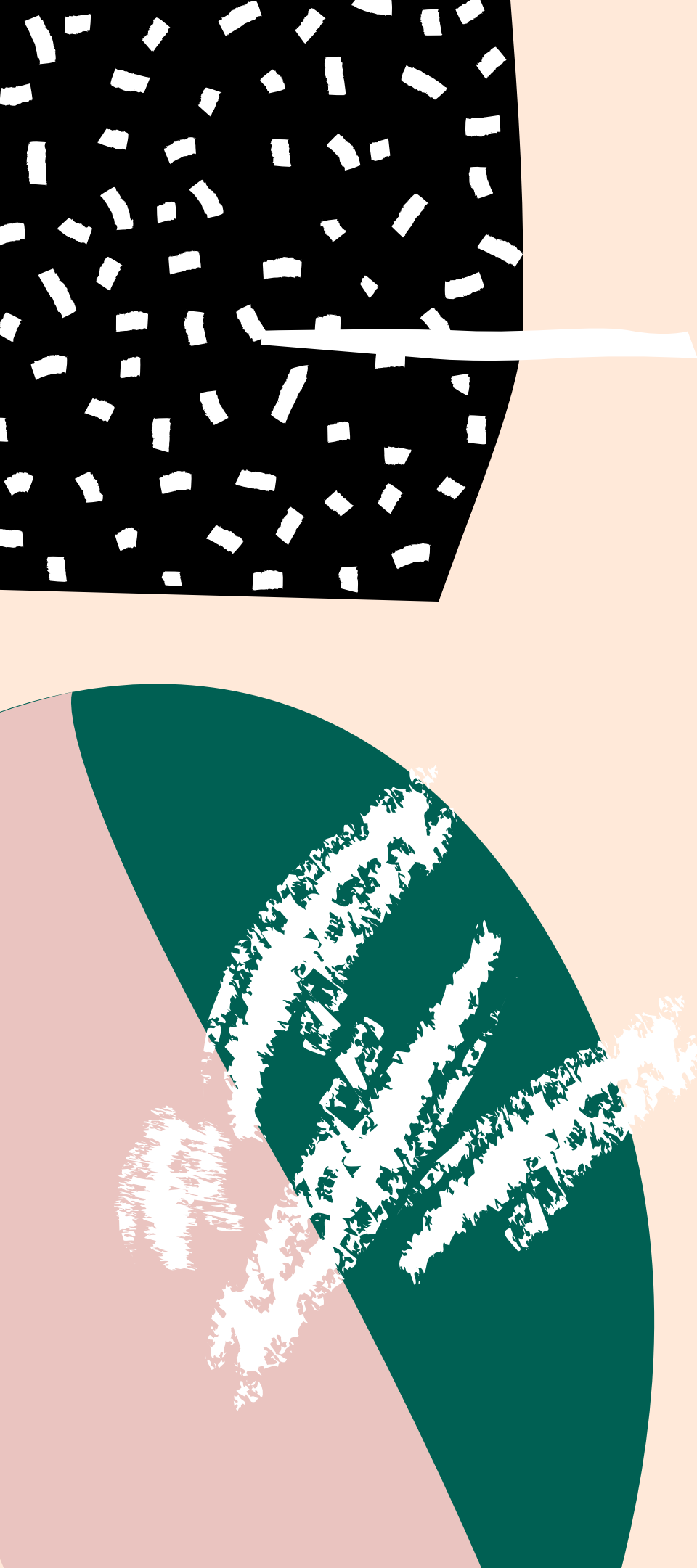# PROBABILITY SAMPLING TYPES

Stratified Sampling

- Where the population embraces several distinct categories, the frame can be organized to "strata"

- Each stratum is then samples as an independent sub-population, out of which individual elements can be randomly selected

- Using the same sampling fraction for all strata ensures proportionate representation in the sample

PROBABILITY SAMPLING TYPES

Cluster Sampling

- an example of 'two-stage sampling'

- In the first stage, a sample of areas is chosen; in the second stage, a sample of respondents within those areas are selected

- The population is divided into clusters of homogenous units, usually based on geographical contiguity

- Sampling units are groups rather than individuals

- A sample of such clusters is then selected

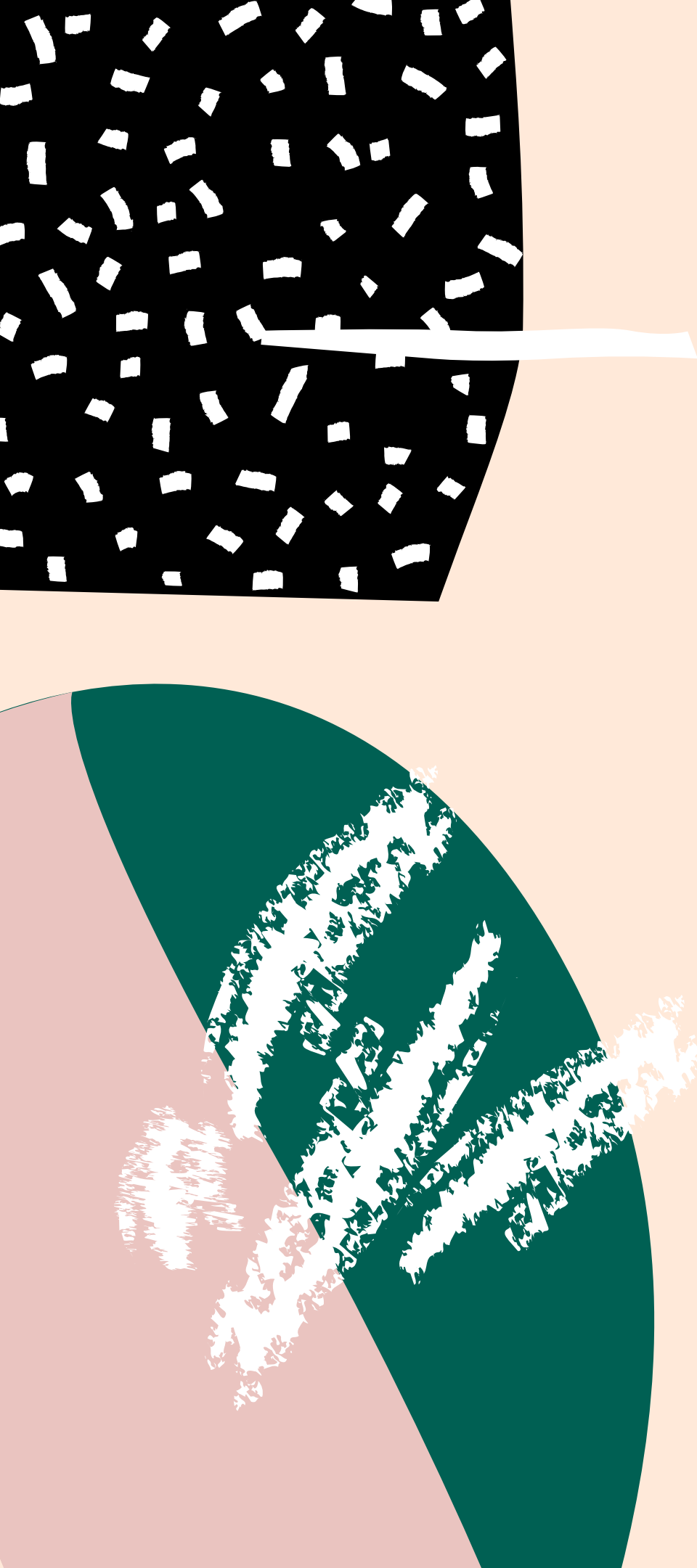- All units from the selected clusters are studied

NON-PROBABILITY SAMPLING TYPES

Convenience Sampling

- Sometimes known as grab or opportunity sampling or accidental or haphazard sampling

- A type of non-probability sampling which involves the sample being drawn from that part of the population which is close to hand; that's readily available and convenient

Purposive Sampling

- The researcher chooses the sample based on who they think would be appropriate for the study

- This is used primarily when there is a limited number of people that have expertise in the area being researched

NON-PROBABILITY SAMPLING TYPES

Quota Sampling

- The sampling procedure that ensures that a certain characteristic of a population sample will be represented to the exact extent that the investigator desires

Snowball Sampling

- The sampling procedure in which the initial respondents are chosen by probability or non-probability methods, and then additional respondents are obtained by information provided by the initial respondents

- Also called the referral system