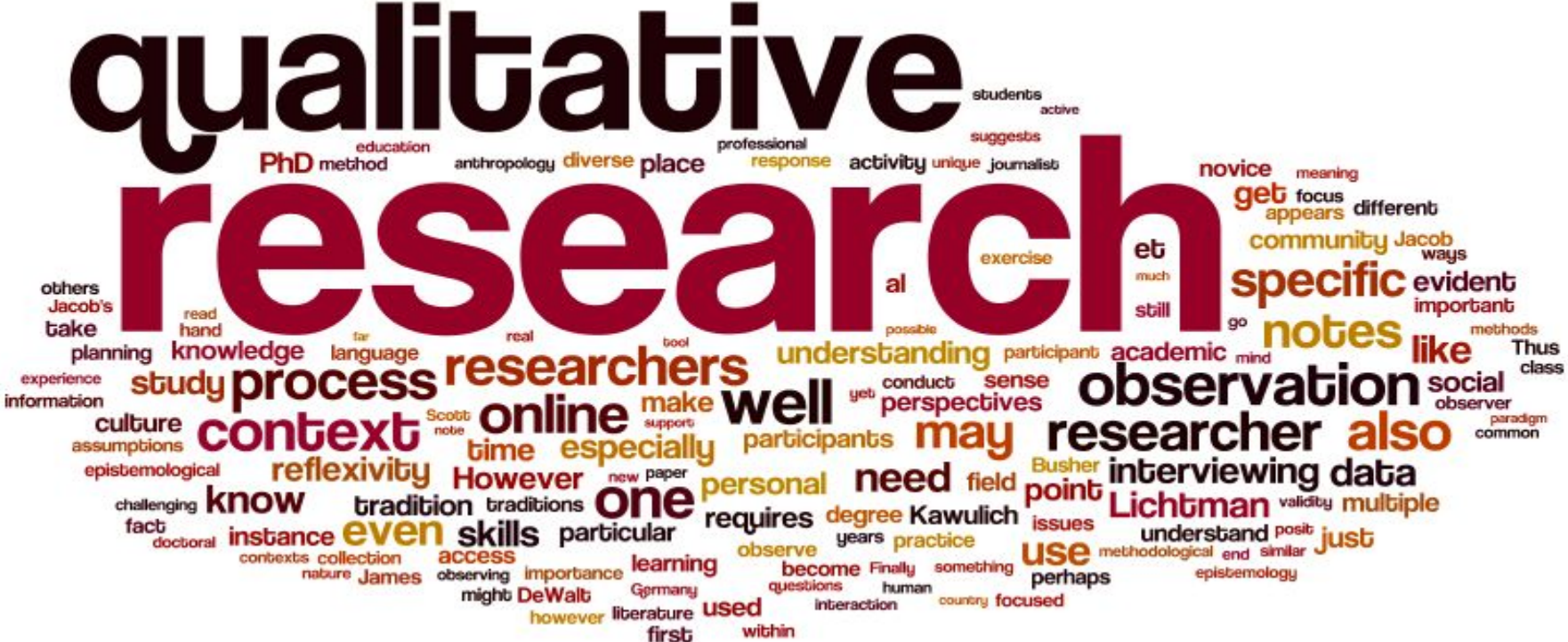


# Qualitative Research

What is it?

Misdi, S.Pd., M.Pd.

# Qualitative research is about...



# What and purpose of qualitative research

## Qualitative Research

*“A form of social inquiry that focuses on the way people interpret and make sense of their experiences and the world in which they live.”*

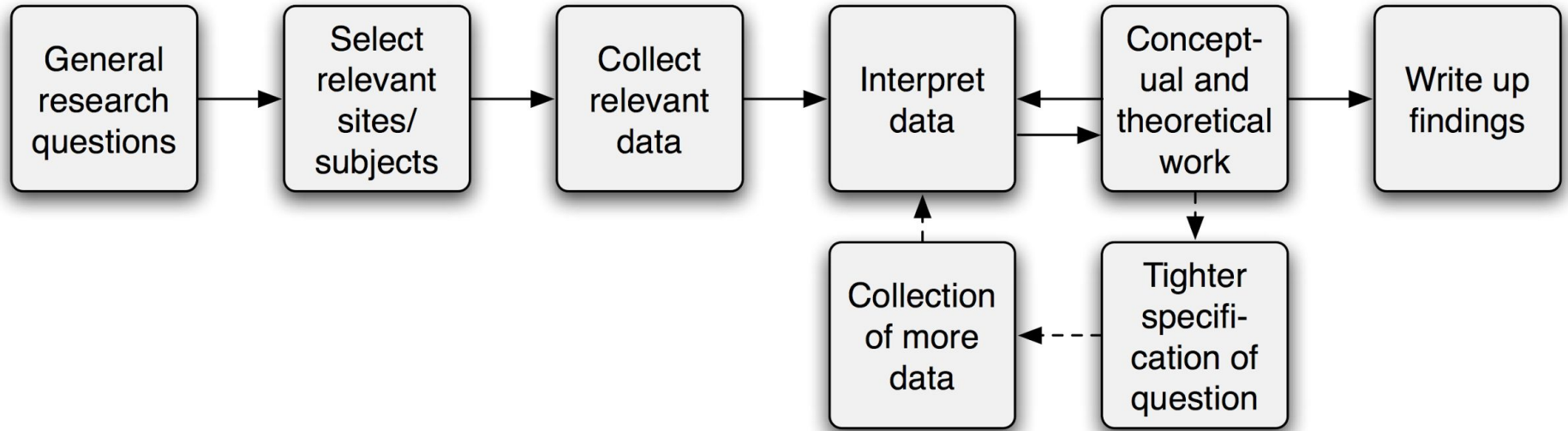
...to explain  
remaining  
unanswered in  
quantitative  
research

# MAJOR TYPES OF QUALITATIVE RESEARCH DESIGNS

- Phenomenology - literally, the study of phenomena; describing situations or something that exists as part of our world
- Ethnography - the scientific study of human social phenomena and communities, involves the descriptive study of culture and people, traditions and norms as they are in specific geographical locations
  - Grounded theory - using empirical data without preconceived theories, involves the development of new theories by collecting and analysis of data about a phenomenon
- Case study - in-depth study of a particular situation or an intensive analysis of an individual unit

(Hancock, 1998)

# Process of the qualitative research



# What are Qualitative Data?



# How to make data analysis in qualitative research?

- ❑ No fixed technique of analysis
- ❑ Depends on theory employed

## **Take for examples;**

- How to investigate **speaking**, researcher uses theory of J. **Richards** (e.g. 2015)
- How to investigate learning **motivation**, researcher employs (e.g. **Blumka Blumka & Camot**)

**Thank you...:)**