Qualitative research

for Kingdom impact

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Not everything that can be counted counts.

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-sociologist William Bruce Cameron

Qualitative methods

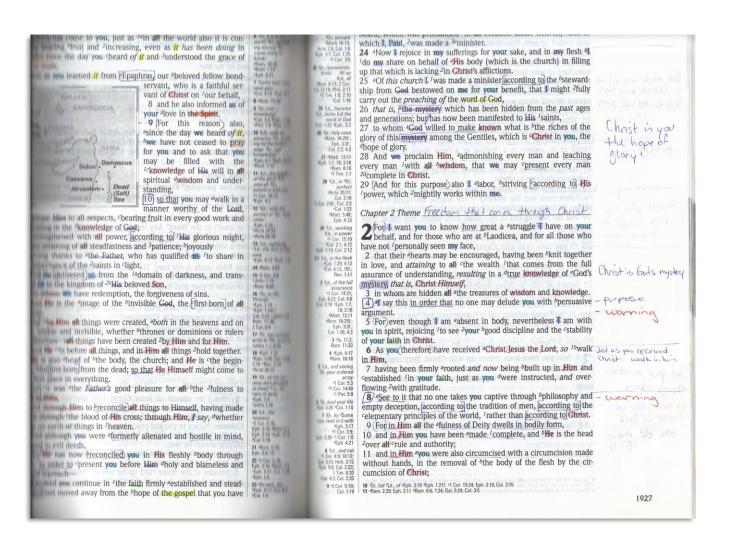
attempt to explore, describe, and explain in a deep, detailed way.

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"Why do people _____?"





inductive Bible study

Qualitative research

- Qualitative research is a way to explore and understand how a person or group looks at a situation or problem.
- ► The research process consists of asking questions, adding information, and continuing to ask more questions and acquire more information and insight.
- Gathering data usually takes place where the people live or work.
- ► The researcher analyzes the data inductively, moving from detailed observations to general themes and on to understanding significance and meaning.

Adapted from Creswell, 2009

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adapted from Miles and Huberman

The qualitative researcher

Gathering data

- Observation, including taking in words and actions as well as the physical surroundings
- Participant observation
- Interviewing: non-structured, semi-structured, structured
- Case studies
- Ethnographies
- Focus groups

- Conversational analysis
- Narrative analysis, focusing on a significant story or a personal history
- Surveys or questionnaires with open-ended questionnaires
- Text analysis of documents, records, journals, etc.
- Film or video

Analyzing data

Validity

Examples

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