

**Conducting Qualitative Analysis**

Name

University

Course

Instructor

Date

masterwriters.net

### **Conducting Qualitative Analysis**

The most common qualitative data collection methods are observation, text analysis, visual analysis, in-depth individual interviews, and focus group interviews (Creswell and Poth, 2016). The choice of either of these methods depends on the type of data being collected, the source of the data, and the purpose for which the data is being collected. In the case of my research, “Influence of Organisational Culture on Employee productivity”, the data collection methods of choice would be either in-depth interviews or focus group interviews. The following is a description of each together with their advantages and limitations.

#### **In-depth individual interviews**

In-depth interviews include collecting extensive data from research participants using interviews. In the case of my research, I would interview managers and employees to collect data on their perceptions and experiences on how organizational culture affects their productivity. The main advantage of using this method of data collection is that it is flexible, and the researcher can modify the questions or ask to follow up questions hence creating room for a collection of rich and detailed data. The main limitation of this method is that it is time-consuming. Conducting a single interview can take a lot of time, and conducting several interviews as required in research would consume a lot of time (Witz, Goodwin, Hart, and Thomas, 2001).

#### **Focus Group Interviews**

These interviews are conducted on a group. The researcher chooses between 6 – 12 participants and interviews these participants in a single setting (Dilshad and Latif, 2013). One of the advantages of this method is that it saves time and resources as compared to using the individual interview method. Besides, it allows the researcher to collect rich and detailed data. A major limitation of this method is the current Covid-19 restrictions from UOL which require that interviews be conducted virtually. It will be a challenge to get all participants agree to a Skype meeting or Google at the same time. Besides, challenges with technology may affect the quality of the interviews (Chick et al., 2020). Another limitation is that some of the members may dominate the group, especially if the focus group is large. This makes it impossible to collect the data from each of the individuals in the group. Another limitation is that if the interview questions are sensitive, it may not lead to honest responses from the participants, as they try to conform to

the group (Ho, 2006). Another limitation of this method is that it requires a skilled moderator to moderate the discussion between the group participants and to ensure a healthy discourse.

### **Challenges in qualitative research methodology**

When implementing the qualitative research methodology, one of the main challenges that one might face is meeting the ethical standards set when dealing with human participants (Houghton, Casey, Shaw, and Murphy, 2010). It is important that one meets the ethical standards when dealing with research which requires the use of human participants in regards to data collection, data usage, and data storage. When managing data, it is important to ensure the privacy of the participants is upheld, the data is used only in ways approved by the research participants, and protection of the human participants. In order to overcome this challenge, one must ensure that they have met all the relevant ethical considerations as outlined in the Institutional Review Board Ethical forms.

### **References**

- Chick, R. C., Clifton, G. T., Peace, K. M., Propper, B. W., Hale, D. F., Alseidi, A. A., & Vreeland, T. J. (2020). 'Using technology to maintain the education of residents during the COVID-19 pandemic.' *Journal of Surgical Education*. 77(4): 729–732.
- Creswell, J. W., & Poth, C. N. (2016) *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Dilshad, R. M., & Latif, M. I. (2013) 'Focus Group Interview as a Tool for Qualitative Research: An Analysis,' *Pakistan Journal of Social Sciences (PJSS)*, 33(1), pp. 191-198.
- Ho, D. G. (2006) 'The focus group interview: Rising to the challenge in qualitative research methodology', *Australian review of applied linguistics*, 29(1), pp.5-12.

Houghton, C., Casey, G., Shaw, G., & Murphy, K. (2010) 'Ethical challenges in qualitative research: examples from practice', *Nurse Researcher*, 18(1), pp.15-25.

Witz, K. G., Goodwin, D. R., Hart, R. S., & Thomas, H. S. (2001) 'An essentialist methodology in education-related research using in-depth interviews,' *Journal of Curriculum Studies*, 33(2), pp.195-227.

masterwriters.net