

Types of Qualitative Research

Basic interpretative studies

Provides rich descriptive accounts targeted to understanding a phenomenon, a process, or a particular point of view from the perspective of those involved.

Case study

Attempts to shed light on a phenomenon by studying in-depth a single case example of the phenomena. The case can be an individual person, an event, a group, or an institution.

Document or content analysis

A research method applied to written or visual materials for the purpose of identifying specified characteristics of the material such as textbooks, newspapers, web pages, speeches, TV programs, advertisements, musical compositions, etc.

Grounded theory

Theory is developed inductively using interviews and observations as the primary data collection tools.

Historical studies

Systematic collection and objective evaluation of data related to past occurrences in order to test hypotheses concerning causes, effects, or trends of these events that may help to explain present events and anticipate future events. (Gay, 1996)

Narrative research

Rooted in humanity discipline, collects and analyzes stories told by individuals about their lives focusing on sequence and chronology and a collaborative re-storying process.

Phenomenological studies

Describes the structures of experience as they present themselves to consciousness, without recourse to theory, deduction, or assumptions from other disciplines.

Ethnographic studies

Focuses on the sociology of meaning through close field observation of socio cultural phenomena. Typically, the ethnographer focuses on a community.