



**Research
Methodology and
Research Methods**

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Qualitative Research Methods

Research Methodology and Research Methods
by Dr. Roma Mitra Debnath, IPA.

Session # 9

Qualitative Methods

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Qualitative Research Methods

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The nature of qualitative research

'...qualitative research subsumes several diverse research methods that differ from each other considerably.'

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Qualitative Research Methods

Features of Qualitative Research

- An **inductive** view of the relationship between theory and research, whereby the former is generated out of the latter

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Qualitative Research Methods

Types of Qualitative Methods

1. In depth interviews
2. Focus group discussion
3. Participant observations
4. Review of the documents,
5. Case studies

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Focus Group Discussion (FGD)

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- Small FGDs : 4-8 members
- Large FGDs: 10-12 Members
- Homogeneous group

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When to conduct FGD?

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- To collect qualitative and quantitative information from multiple people with similar characteristics.
- To gather feedback on perceptions of a program or an idea from a particular audience
- To provide feedback on things like public service announcements or awareness-raising posters.

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Pros and Cons of FGD

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- major advantage is quick way to get information (focus groups last 1 - 2 hours) and can expect a High response rate, if it fits into participant's schedule.
- **Disadvantages: it is a time consuming activity. Sometimes, we need to schedule the logistics for the participants.** May need to provide facilities like childcare or snacks, etc.
- **Sometimes, in a mixed group, the women** may inhibit from talking.

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