Quality Indicators of Rigor in Qualitative Methods & Analysis
Alignment

✓ World view
✓ Research Questions
✓ Research Design
✓ Data Collection/Data Gathering
✓ Data Analysis
Research Questions

✓ Purpose statement is clear and precise outlining the intent of the study

✓ Clear research questions that align with the world view and theory used as the lens for the study
Methods

✓ Design
✓ Researcher subjectivity/Reflexivity
✓ Context/setting
✓ Participants
✓ Data Collection
✓ Data Analysis
✓ Trustworthiness
Design

✓ Interpretive
✓ Symbolic interactionism
✓ Ethnography
✓ Phenomenology
✓ Case study
✓ Auto-ethnography
✓ Grounded theory
Reflexivity

✓ Ways that research is shaped by the particular perspectives, interests, and biography of the researcher.

✓ Reflect on how own biography and assumptions influence the entire research process

✓ Important to state this for the reader – help them to understand where you are coming from and what assumptions, experience, or influence you bring to the study
Context

- Detailed description of where the study took place. Help the reader understand the nature of the environment.
- Country, geographic region, Urban, suburban, rural
- Location – e.g. school, childcare, youth sport
- Other relevant information such as socio-cultural factors
Methods

Participants

- Detailed description of participants
  - age, gender, ethnicity, income level, sports experience, home environment etc

- Description of characteristics relevant to study

Sampling

- What sampling procedures are used in the study
  - Purposeful, case study, snowball, etc.
What are the data collection tools?
Do they align with the researchers’ world view, research design, research questions?
Discussed in sufficient detail to fully understand what happened, with whom, and when in terms of data collection
Describe each data collection method in detail
How conducted
When collected
Who
Design & Analysis

- Aligned with world view, theory, research design
Trustworthiness

✓ Credibility
✓ Transferability
✓ Dependability
✓ Confirmability
Trustworthiness

- **Credibility** (internal validity in Quantitative terms)
  - Data collection methods described in detail
  - Entre and time at site—includes prior to the study
  - Triangulation of data - how established
  - Rapport with participants allows for honest answers
  - Negative case analysis or disconfirming evidence
  - Peer debriefing
  - Member checking – transcripts and analysis
  - Researcher’s reflexivity
Trustworthiness

✔ Transferability (external validity/generalization)
✔ Thick rich description of
  ✔ Context,
  ✔ Setting,
  ✔ Participants,
  ✔ Data collection methods,
  ✔ Timeline,
  ✔ Interpretations
  ✔ Data excerpts
Trustworthiness

✓ Dependability (reliability)
  ✓ Research design and implementation – in detail what you did and when
  ✓ Data gathering – what you did and when to collect the data
  ✓ Reflective appraisal of study
Trustworthiness

✓ Confirmability (objectivity)
✓ Triangulation
✓ Researcher reflexivity
✓ Audit trail – trace the course of the research step by step – data collection, analysis, process, timeline etc
Data Analysis

- **Analysis**
  - Process of systematically searching and arranging all of your data to allow you to come up with findings

- **Interpretation**
  - Developing ideas about your findings and relating back to the literature
Data Analysis

- Don’t wait until all your data is collected
- Ongoing analysis of the data will help to focus future data collection, raise new insights you want to explore, help you to realize areas that need more probing/data.
- Inductive or deductive process
Beginning the Data Analysis Process

- Read, read, read, and read some more all of your data corpus
- Organize how best suits you
  - Software packages – e.g. NVIVO
  - Hands on with the data – use of post its, cards, print outs
- Hands on
  - Print out your data with two columns and room between lines to allow for coding.
  - One column has the data
  - Second column allows room for your initial interpretation of the data
Beginning the Coding Process

- In the data, words, phrases, behavior, etc., repeat or stand out
- Begin to find a label of phrase that represents these piles to separate them from other piles
- Develop a list of coding categories – this can be driven by your questions, theoretical approach etc
- Constantly revisit data chunks when new codes arise
Beginning the Coding Process

- Disconfirming evidence or negative case
- As codes develop begin to look for codes that fit together into larger concepts/thoughts – begin transforming codes into initial theme
- Constantly revisit your themes as you move through the process
Coding Family

- Kinds of codes – broad areas to consider in your coding
- Testing theory use codes from the theory (deductive) – apply the theory to the data
- Setting/context codes
  - Information on the setting, participants etc
- Definition of the situation codes
  - How subjects define setting or topics etc
- Perspectives held by subjects
  - Ways of thinking of some or all of participants
Coding Family

- Subject’s ways of thinking about people and objects
  - Subjects understanding of each other, outsiders, objects that make up their world

- Process codes
  - Categorize sequencing of events, changes over time, etc

- Activity codes
  - Regularly occurring kinds of behavior – student smoking, joking, lunch, warm up, game etc.
Themes

- Themes develop from your coding process
- Could be related to RQ’s, theory, what you see in the data
- Use of themes and sub-themes
- Must be related to the purpose of your study!
Rigor

- Outline what you did in your data analysis
- Research journal for reflexivity on the whole research process
- Coding book - codes and possible initial interpretation
- Audit trail!