

Qualitative Research Approach

Theory into practice

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Qualitative Research Design

Trumbull (2005:101) defines qualitative research as a “process of discovery of the phenomena being studied, consequently, it tends to be guided by broad research questions based upon some theoretical framework...”. Researchers through this approach look for behaviour and values as found in individuals, within a subjective world. The relationship between individuals and the context studied is reciprocal; individuals are both constructed by and constructors of reality, therefore, this relationship theorises different versions of reality and knowledge (Bryman, 2015; Braun and Clarke, 2013).

The qualitative research design has several objectives: it aims to gain insights and understanding of groups of people, and it examines the relationships between the events that participants share during the investigation. Researchers using the qualitative approach believe that details gathered from the data provide an understanding of a studied context. Researchers can gain more details through building a rapport with participants, as they are able to reflect on what participants have said. Details help in producing thick descriptions of the social setting, the event and the individuals (Braun and Clarke, 2013; Bryman, 2015). In addition, details also convey the individual’s process of change. According to Bryman (2015:395), the process of change in individuals refers to “A sequence of events, actions, and activities unfolding over time in context”. For this reason, I conducted a narrative study through a qualitative approach to enable me to explore the complexity of individual/social relationships.

Trumbull (2005, cited in Taylor, 2005) states that qualitative research methods focus on the uniqueness of individuals and their environment. According to Patton (2002) methods from this approach requires researchers to use multiple sources to check the meaning of their information. Patton (2002) proposed three kinds of data collection. (1) Data that consist of verbatim quotations which researchers collect directly from participants, such as interviews and focus group discussions.