

## Qualitative Research Approach

### Language and style

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2023-2024

2<sup>nd</sup> year- Masters of Didactics

Course: TPR

### Qualitative Language

1. Use words such as purpose, intent, or objective to signal attention (see next handout about purpose statement)
2. The purpose (or intent or objective) of this study is (was) (will be)
3. Researchers often use the present or past verb tense
4. Research often use 'to explore'
5. Use neutral language and avoid the use of 'it has a positive effect', this shows you are presenting the outcomes not presenting the study aims.
6. Use verbs such as: discover, develop, or understand;
7. Use nondirectional language; and mentions the strategy of inquiry, the participants, and the research context.

The use of *exploratory language* will help readers understand that:

- You are **reporting** (or reflecting) the stories (e.g., narrative research)
- You are **describing** the essence of the experience (e.g., phenomenology)
- You are **discovering** (e.g., grounded theory) (making a new theory)
- You are **seeking** to understand (e.g., ethnography)
- You are **exploring** a process (e.g., case study)
- You are **discussing** research questions not answering them.

### Activity 1: Read the statement above and mention which language the researcher used

The present article describes a qualitative study of the career development of 18 prominent, highly achieving African-American Black and White women in the United States across eight occupational fields. Our overall aim in the study was to explore critical influences on the career development of these women, particularly those related to their attainment of professional success. (p. 133)