Choose your unit of analysis.

**Individuals**

- Certain experiences
- Experiences in particular settings
- Identities such as student disabilities, ex-con

**Some key qualitative research methods**

- Interviews
- Focus groups
- Ethnography
- Content analysis
- Visual analysis

**Qualitative versus quantitative sampling**

**Quantitative sampling**

- Select elements representative of target population
- Generalise from sample population
- Make claims about the population

**Sampling**

Make choices that narrow or delimit research focus and activities to a level that:

- Researchers' brain can handle
- Can be done in a reasonable amount of time
- Is within a reasonable budget
- Seek exposure to topics related information

Focus only on information directly relevant to the subject

**Data**

Text is generally collected from or in the form of:

- Field notes stories
- Interviews
- Focus groups

**Analysing Qualitative Data**

- Research themes