

- What resources are available
- what is the purpose of the study
- In what am I really interested

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