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# **Credible Qualitative Research**



### LINK

This Sage Methodspace discussion is about how to assess quality in qualitative research: www.methodspace.com/forum/topics/qualitative-research-vs

Using examples from a number of studies, G. Payne and M. Williams show how we can make generalisations in qualitative research.

Sociology, 39 (2): 295-314 (2005):

http://soc.sagepub.com/cgi/reprint/39/2/295

Generalization in Qualitative Research

Geoff Payne and Malcolm Williams, University of Plymouth

What exactly do we mean by 'validity'? In this paper, J. Cho and A. Trent review various meanings and argue for a 'process-oriented' version.

Qualitative Research, 6 (3): 319-340 (2006):

http://qrj.sagepub.com/cgi/reprint/6/3/319

Validity in qualitative research revisited

Jeasik Cho and Allen Trent, University of Wyoming

Key words: qualitative research • research validity

This paper considers why counting is a controversial issue in qualitative research and explains how this controversy creates a 'multiple audience problem' for qualitative researchers. The authors go on to cover three topics:

- the purposes that can be served by four different types of counting;
- when counting should be avoided entirely;
- when the results of counting should be concealed.

Journal of Management Inquiry, published online 8 September 2010: http://jmi.sagepub.com/content/early/2010/08/27/1056492610375988

Counting in Qualitative Research: Why to Conduct it, When to Avoid it, and When to Closet it David R. Hannah and Brenda A. Lautsch, Simon Fraser University, Canada



This classic paper explains the rationale behind the case study method in qualitative research.

Qualitative Inquiry, 12 (2): 219-45 (2006):

http://gix.sagepub.com/cgi/reprint/12/2/219

Five Misunderstandings About Case-Study Research

Bent Flyvbjerg, Aalborg University, Denmark

Key words: case study • case selection • critical cases • validity in case studies



#### TIP

Try not to be defensive if your data are limited to one or two 'cases'. Instead, seek to understand the logic behind such an approach and work out what you can gain by intensive analysis of limited but rich data.

Lee Ruddin examines the arguments in Flyvbjerg's paper.

Qualitative Inquiry, 12 (4): 797-812 (2006)

http://qix.sagepub.com/cgi/reprint/12/4/797

You Can Generalize Stupid! Social Scientists, Bent Flyvbjerg, and Case Study Methodology Lee Peter Ruddin, Wirral, UK

#### **EXERCISE**

- Assess whether Flyvbjerg or Ruddin has the better of this argument.
- How would you explain the value of qualitative research to a sceptical quantitative researcher?

This paper continues the debate about case study research with a particular focus on ethnographic work.

Ethnography, 10 (5): 5-38 (2009):

http://eth.sagepub.com/content/10/1/5

'How many cases do I need?' On science and the logic of case selection in field-based research Mario Luis Small, University of Chicago

http:

#### LINK

Guidelines for Critical Review of Qualitative Studies: Based on Guidelines for Critical Review Form-Qualitative Studies by Law, M., Stewart, D., Letts, L., Pollock, N., Bosch, J., & Westmorland, M., 1998:

http://www.usc.edu/hsc/ebnet/res/Guidelines.pdf

These guidelines accompany the Critical Review Form for Qualitative Studies developed by the McMaster University Occupational Therapy Evidence-Based Practice Research Group (Law et al., 1998). They are written in basic terms that can be understood by researchers as well as clinicians and students interested in conducting critical reviews of the literature.

#### **YOUTUBE**

#### Naturalistic or Constructivist Inquiry 10.06 minutes

http://www.youtube.com/watch?v=dAXEBHuSNWk&feature=mfu\_in\_order&list=UL

This is a presentation with slides illustrating how this particular theoretical approach informs how you might approach your research question, from sourcing data to analysing them. A model, adapted from E. Lincoln and Y. Guba (1985) *Naturalistic Enquiry*, Beverly Hills, CA: Sage, illustrates the main points of the talk.