

# CHAPTER 40—QUALITATIVE RESEARCH ISSUES AND METHODS: AN INTRODUCTION FOR EDUCATIONAL TECHNOLOGISTS

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- I. Objectives
  - A. Define *qualitative research* and compare to other terms
  - B. Describe some of the assumptions underlying qualitative research and compare to quantitative research
  - C. Describe and select from various qualitative research methods
  - D. Begin to be able to use qualitative research methods at basic level in research studies
  - E. Describe common problems in conducting and evaluating the quality of qualitative research
  - F. Describe issues related to analyzing and reporting qualitative findings
  
- II. Introduction
  - A. What is Qualitative Research?
    1. Naturalistic, ethnographic, subjective, postpositivistic
    2. Research devoted to developing an understanding of human systems
  
  - B. Comparisons between Qualitative and Quantitative Methods
  
  - C. History of Definition in Educational Technology
  
- III. Qualitative Research Methods
  - A. Grounded Theory
  
  - B. Participant Observation
  
  - C. Nonparticipant Observation
    1. Scope
    2. Biases
    3. The Observer's Role
    4. What Should be Recorded
    5. Sampling
    6. Multiple Observers
  
  - D. Interviews
    1. Structured vs. Unstructured
    2. Form of conversation to gather data

E. Document and Artifact Analysis

1. Document
2. Artifact

IV. Analyzing Qualitative Data

A. Overall Approached to Analyzing Qualitative Data

B. Methods for Analyzing Qualitative Data

1. Data Reduction
2. Coding Data
3. Data Management

V. Writing Qualitative Research Reports

VI. Ethical Issues in Conducting Qualitative Research

VII. Criteria for Evaluating Qualitative Studies

VIII. Learning More About Doing Qualitative Research