

Qualitative Research: Not everything  
that can be counted counts, and not  
everything that counts can be  
counted (Albert Einstein) .

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# The nature of reality/ies

- Epistemology :The theory of knowledge, especially with regard to its methods, validity, and scope, and the distinction between justified belief and opinion.
- Ontology: The study of the nature of being, becoming, existence, or reality.

# Quantitative reality and truth

- Quantitative (positivist) = true knowledge is based on experience of senses and can only be obtained by quantifiable observation and experiment, predominantly based upon cause and effect.
- Ontological view of the world as comprising of discrete, observable elements and events that interact in an observable, determined and regular manner.

# Qualitative realities and truths



**It's all about U**

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# Oil Painting



## Qualitative

- blue/green colour, gold frame
- smells old and musty
- texture shows brush strokes of oil paint
- peaceful scene of the country
- masterful brush strokes



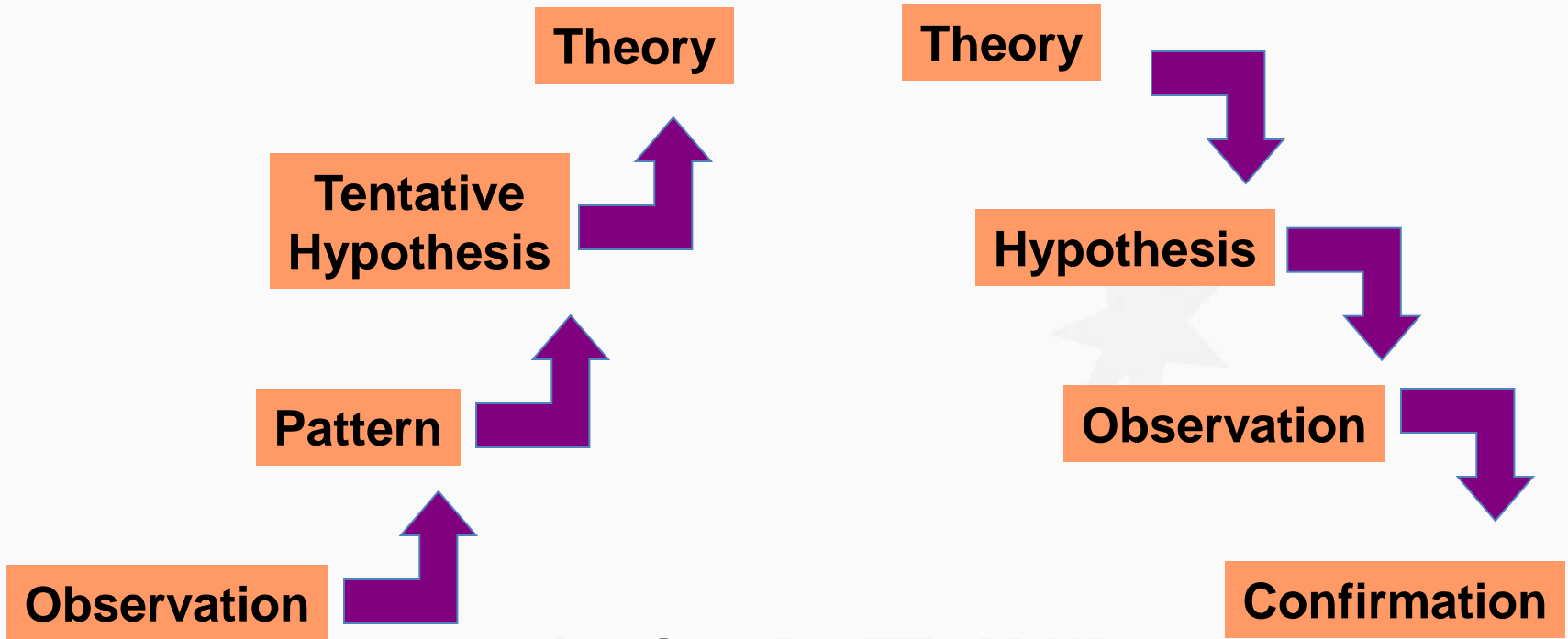
## Quantitative

- picture is 10" by 14"
- with frame 14" by 18"
- weighs 8.5 pounds
- surface area of painting is 140 sq. in.
- cost \$300

<b>Positivist Paradigm</b>	<b>Naturalistic Paradigm</b>
the world is external & objective	world is socially constructed & subjective
observer is independent	observer is part of what is observed
focus on facts	focus on meanings
look for causality & fundamental facts	try to understand what is happening
deductive	inductive

# Inductive & Deductive Approaches

**Deductive: TOP DOWN**  
**General to Specific**



**Inductive: BOTTOM UP**  
**Specific to General**

# Doing Qualitative Research

- The research takes account of the perspectives of those being studied.
- Emphasis is on detailed description.
- There is a focus on the context in which the research took place.
- There is interest in the individual's perspective.
- Concepts are not defined before the research begins.



# Qualitative realities = Qualitative Methods

- Action Research (Can be either or mixed)
- Social Constructionism
- Grounded theory
- Phenomenology
- Ethnography
- Historical
- Case study.

# Phenomenology

- Wonder is a starting place, an origin, a beginning.
- “To elucidate the essence of the phenomenon(thing) being studied, as it exists in the participants’ concrete experience”

# Phenomenology

- Finlay, (2009) identified that in a review of research in key nursing and therapy journals over the last 10 years reveals that more than half the qualitative studies have used phenomenology.

# Phenomenological Reflection

- Such phenomenological reflection on practice is directed toward both a current identity and a potential identity, effectively offering transformation into a new way of being with our practice.