

**I want you
to know
that
someone
cares.**

Not me, but someone.

“As Clear as a Mud”

**Quality in
Qualitative
Research**



Rudolf Cymorr Kirby P. Martinez, PhD, RN, FRIN

Outline of Discussion

Qualitative Research Paradigm

Issues of Quality:
Trustworthiness & Rigor

Ways to Ensure Quality



Outline of Discussion

Qualitative Research Paradigm

Issues of Quality:
Trustworthiness & Rigor

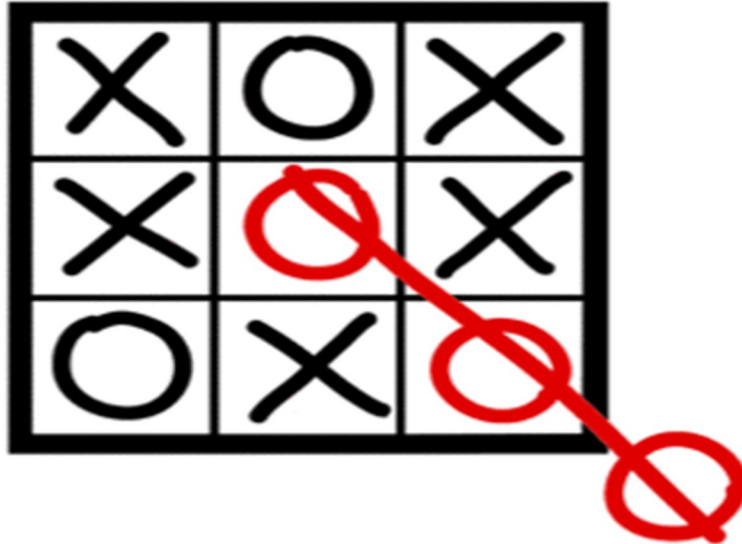
Ways to Ensure Quality



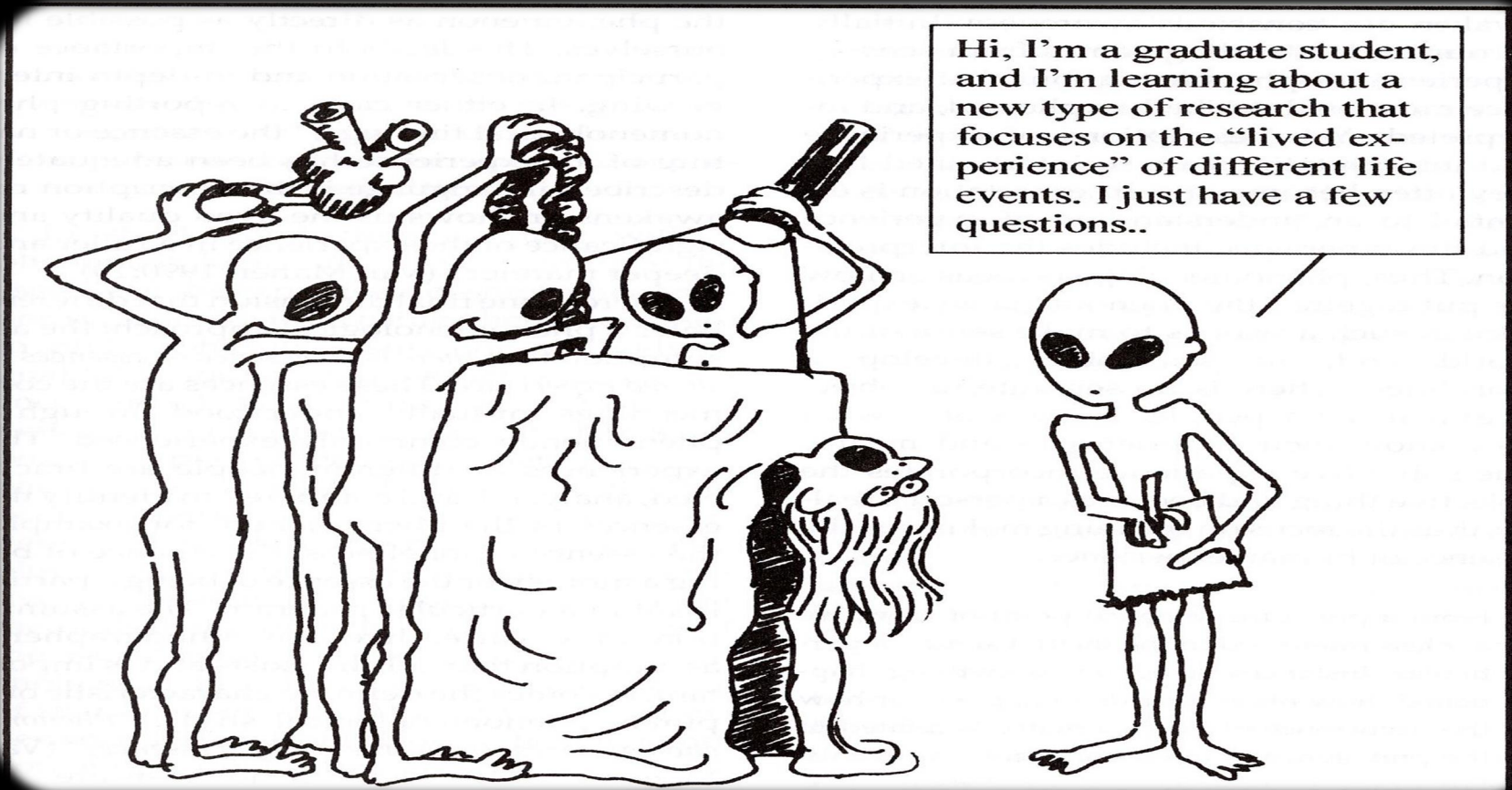
Qualitative Research Paradigm

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**THINK
OUTSIDE
THE BOX**



What is Qualitative Research



Qualitative Research Paradigm

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ASPECT	QUALITATIVE	QUANTITATIVE
Focus	Social Interaction	Hypothesis Testing
Data	Word, Images	Numbers, Stat
Analysis	Identifying Patterns	Identifying Statistical Relationship
Obj/Subj	Subjectivity is Expected	Objectivity is Critical
Researcher	Immersed	Detached
Method	Exploratory (Inductive) (Bottom-Up)	Confirmatory (Deductive) (Top-Down)
Final Report	Narrative	Statistical

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Qualitative



Internal (Attached)
Dynamic & Multimodal
Comprehensible
Understanding

Quantitative



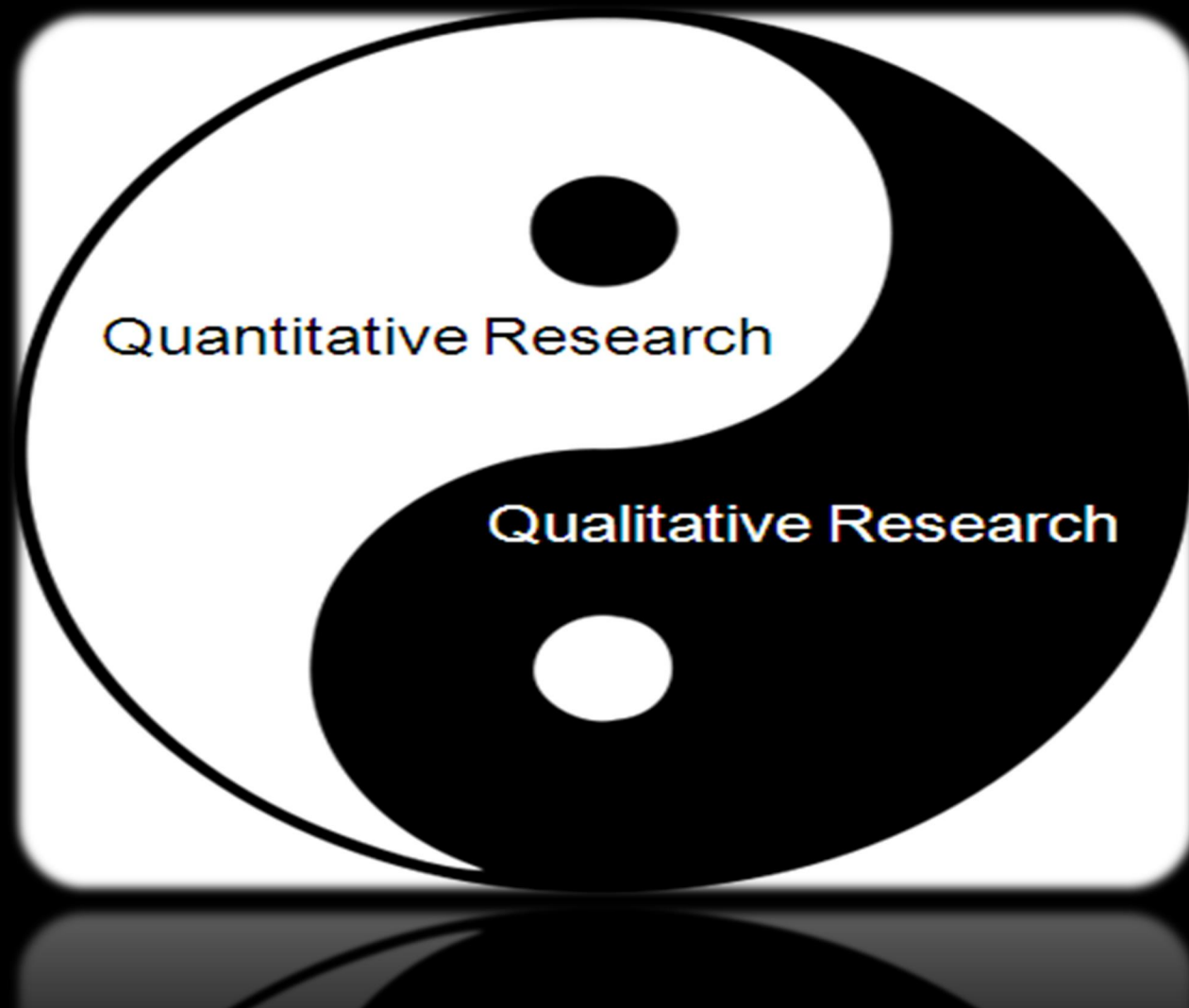
External (Detached)
Static & Singular
Measurable by Senses
Generalization

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Qualitative Research Paradigm

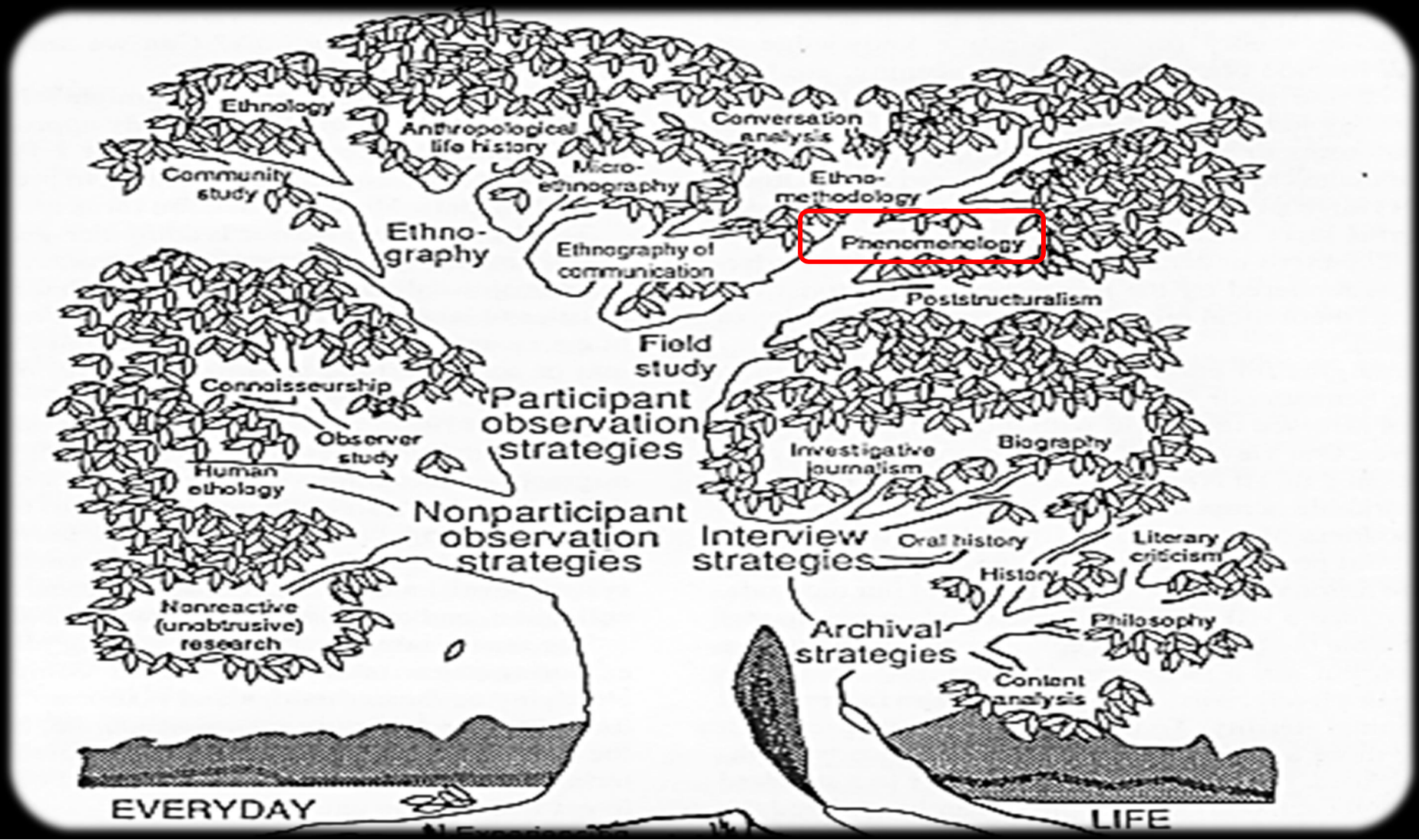
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Qualitative Research Paradigm

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S.S.S. S.S.S. S.S.S. S.S.S.

What makes us Human?



Qualitative Research Paradigm



Conscious of
Consciousness

Qualitative Research Paradigm

Qualitative Research

The Study of a Phenomenon



Experience  Experienter



Phenomenon



Qualitative Research



We Define Things based on our Experience

**PEOPLE SAY YOU CANNOT
LIVE WITHOUT LOVE,
WELL, I SAY OXYGEN
IS MORE IMPORTANT.**



Qualitative Research
is based on the
assumption of
Reality



Qualitative Research



Consciousness

Phenomenon

Experience



Experienter

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Qualitative Research

bridges the gap between what is familiar in our worlds and what is unfamiliar

Gadamer

Qualitative Research Paradigm

Qualitative Research Paradigm

What do we want to understand in Qualitative Research?

- Social Processes & structures
- Cultures
- Decision making process
- Contexts of Realities

- The experiences of people
- The meanings & Insights of their experiences
- Your journey in understanding what you understood





Qualitative
Research is a Lens
to Reality

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Qualitative Research Makes Understanding Culturally Sensitive

BOY ABUNDA: Aling Dionisia, what is the difference between Photocopy and Fax?

ALING DIONISIA: Ang Puto-Kape ay por brekpast yan...Ang fucks ayy!
Hahaha...Hihihi...Kwan yan!...Bastos ka talagang Bayot ka!...Basta apter dener yan!



So what about Rigor and Trustworthiness?

Qualitative Research Paradigm

Outline of Discussion

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Outline of Discussion

Qualitative Research Paradigm

Issues of Quality:
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Ways to Ensure Quality



Issues of Quality: Trustworthiness & Rigor

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Trustworthiness

Relevance

Measure the worth of the research (Guba and Lincoln, 1991)

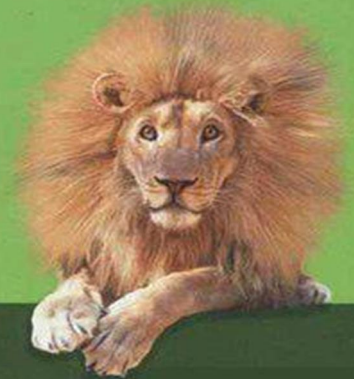
Product

Rigor

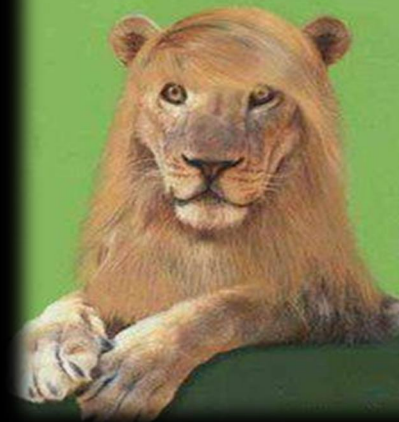
Process

Focus on the Process rather than Product (For this session)

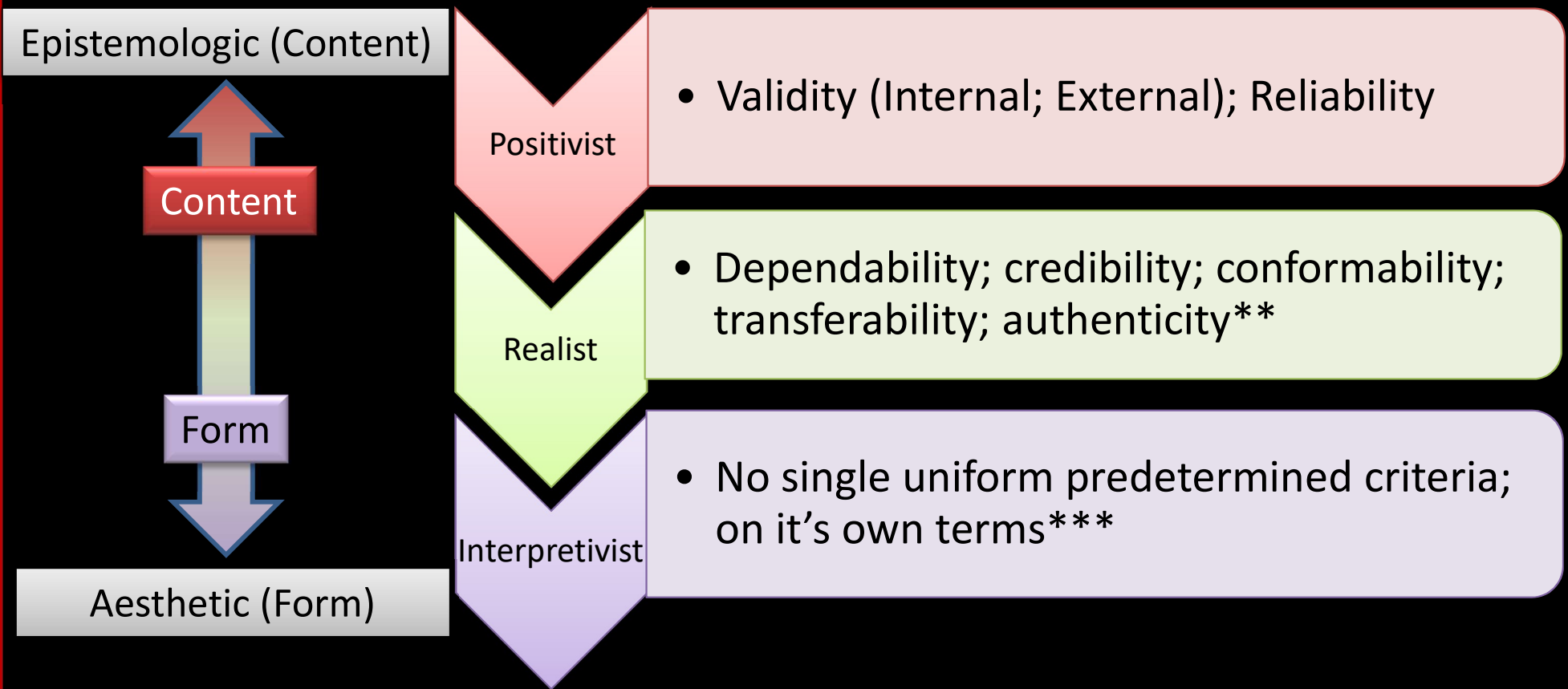
Before



After

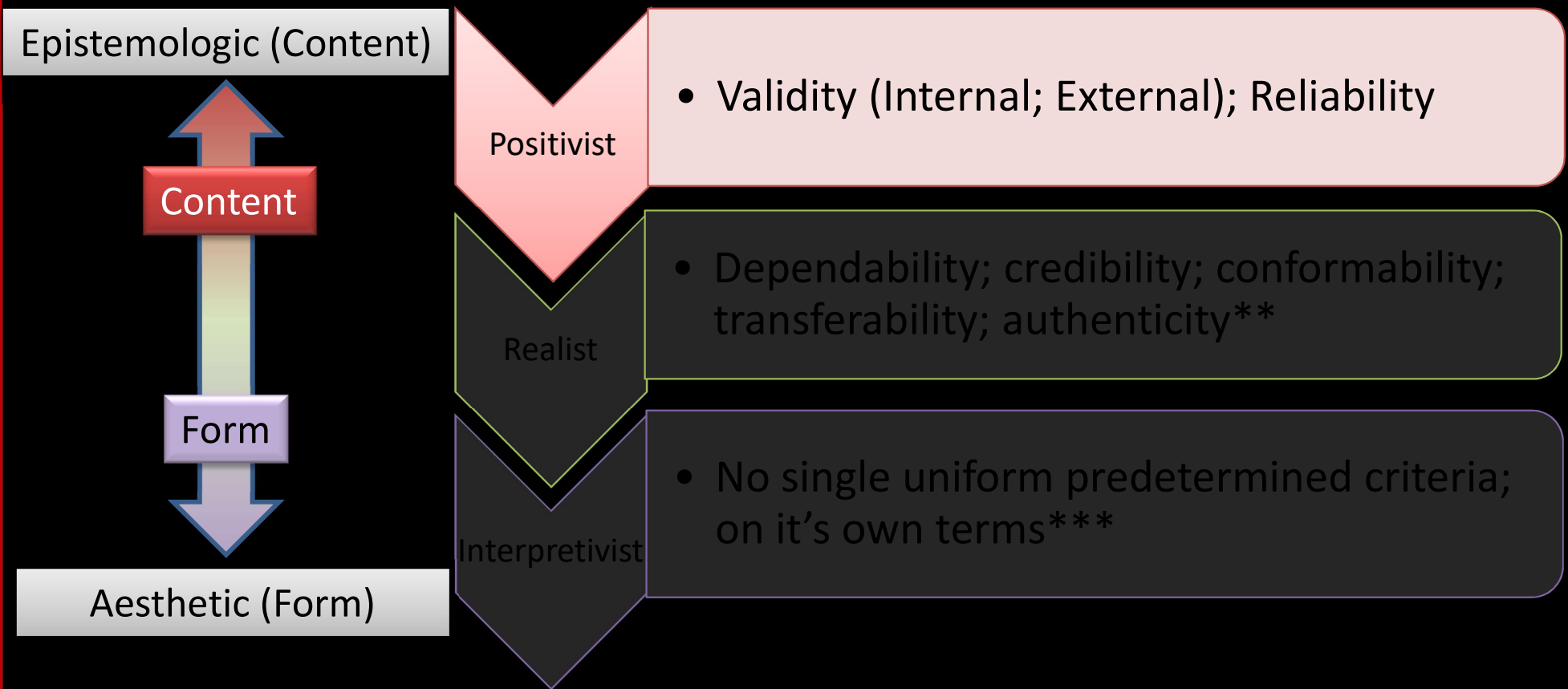


Measuring Trustworthiness*



***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

Measuring Trustworthiness*



***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*



Consistency of data collected

Reliability

Degree to which it measure what it meant to measure

Internal Validity

Extrapolate stat. finding to a wider populace

External Validity

Positivist

Content

Form

- Validity (Internal; External); Reliability

Postivist

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

Consistency of data collected

Reliability

Content

Quali does not gain consistent result

Explorative nature

Narrative are context sensitive

Quali Philosophies

Positivist

Form

- Validity (Internal; External); Reliability

Postivist

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

Degree to which it measure what it meant to measure

Internal Validity

Post it that there is only 1 objective reality

Quali asserts that there are multiple subjective realities

Quali Philosophies

Positivist

Content

Form

- Validity (Internal; External); Reliability

Positivist

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

Extrapolate stat. finding to a wider populace

External Validity

Content

No statistics; no generalizability

Can it be transferred

May have meaning/ relevance to other individual & context

Quali Philosophies

Positivist

Form

Postivist

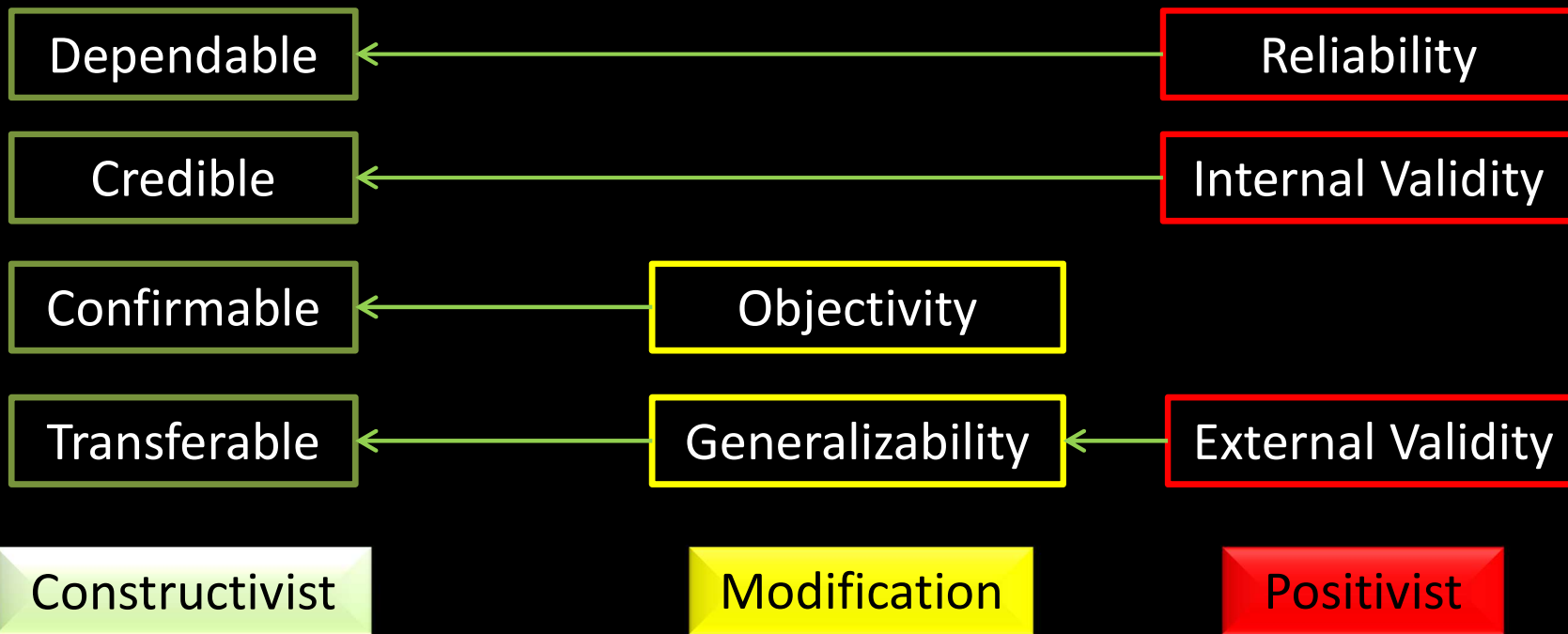
- Validity (Internal; External); Reliability

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

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Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*



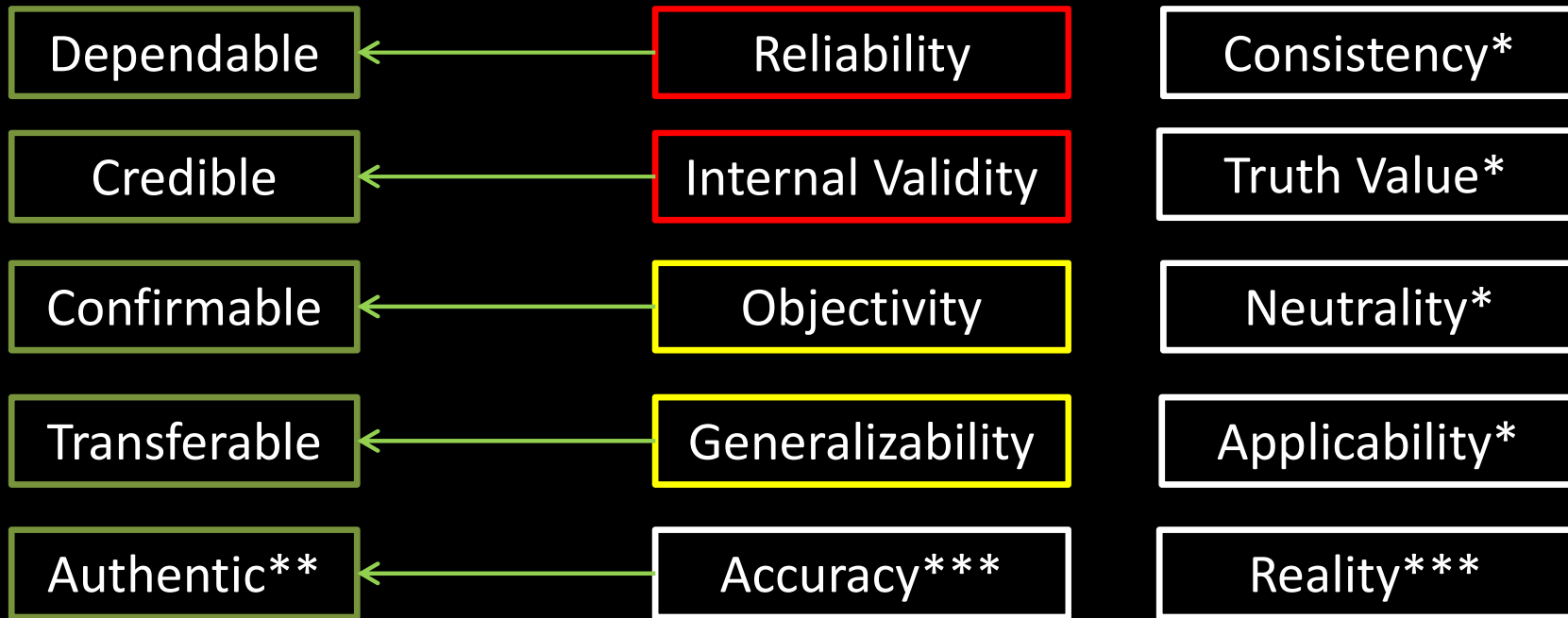
Postivist

- Validity (Internal; External); Reliability

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness

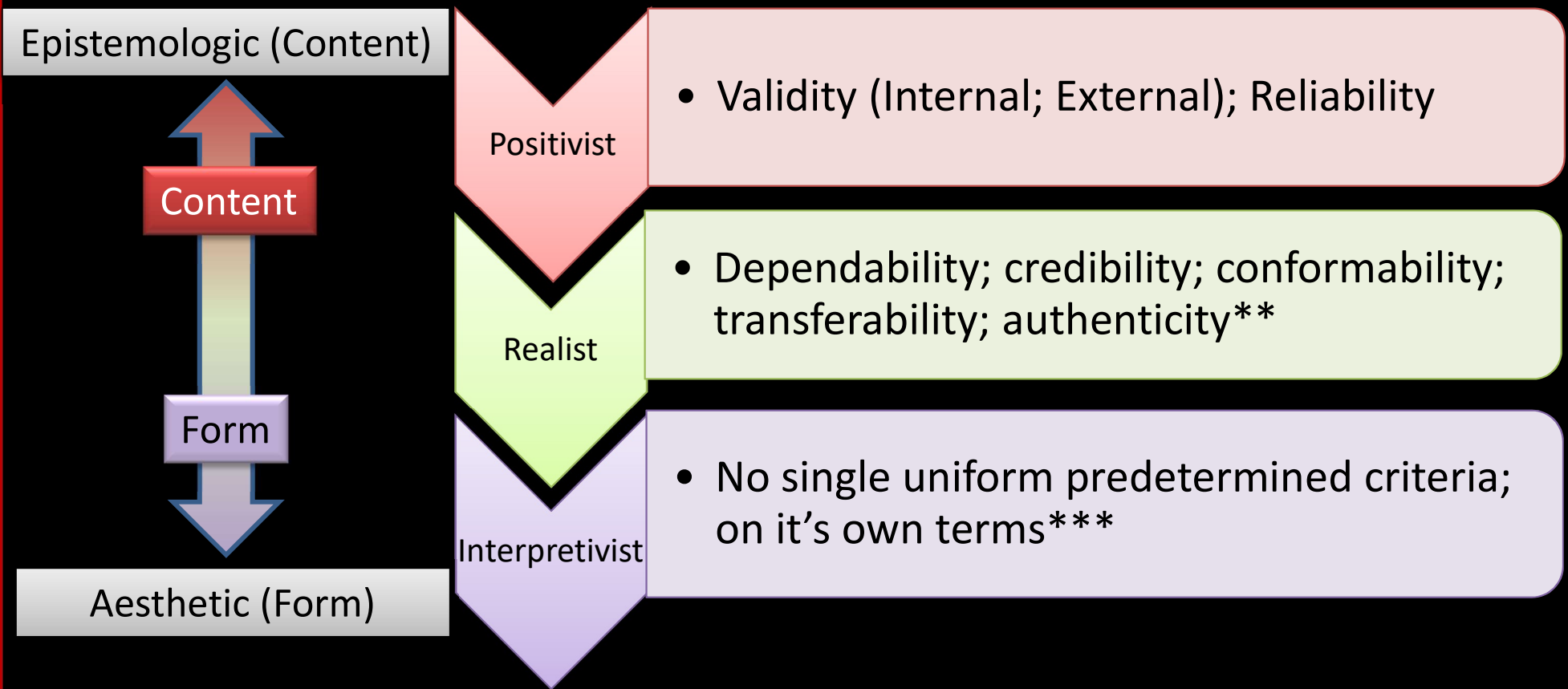


Positivist

- Validity (Internal; External); Reliability

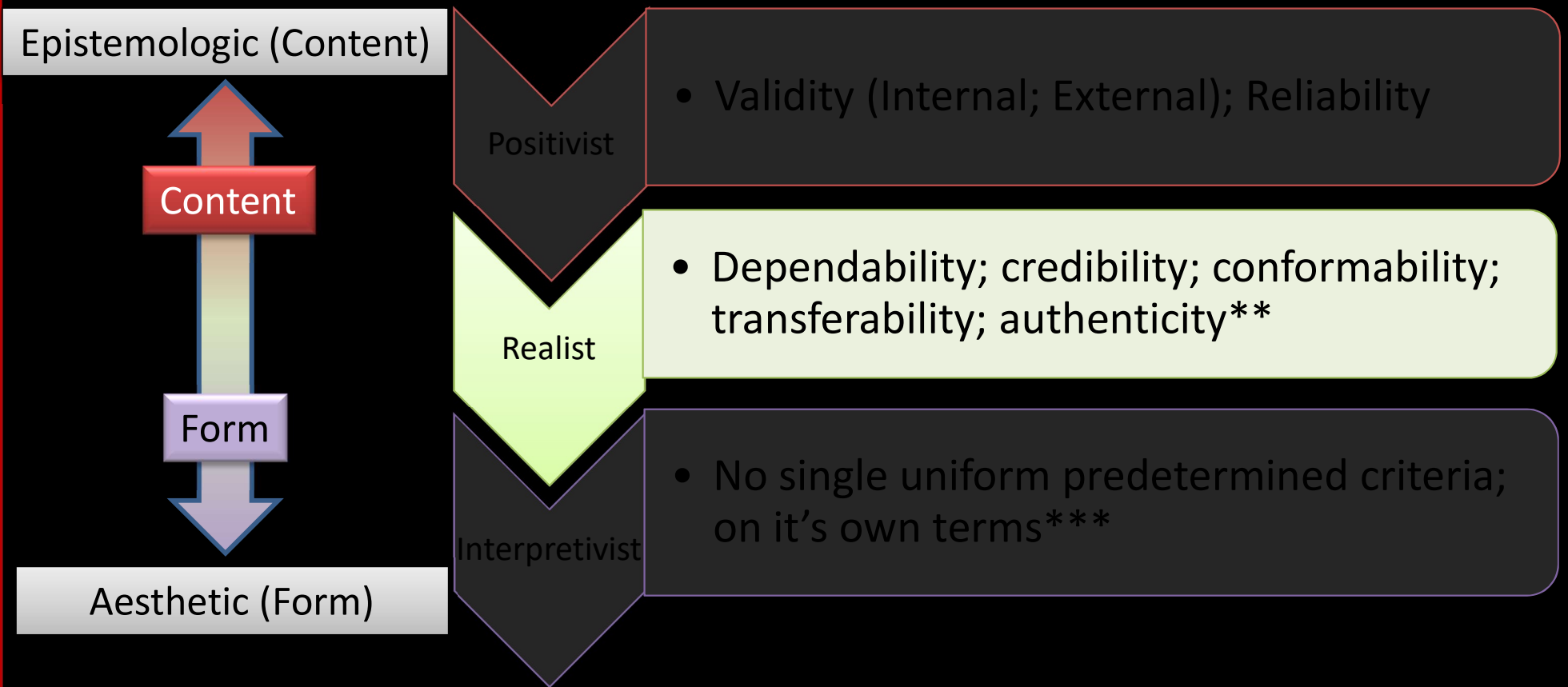
***Billups, 2014; **Guba & Lincoln, 1994 ; * Krefting, 1991

Measuring Trustworthiness*



***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

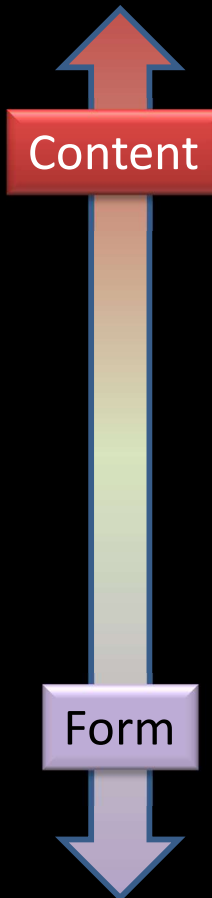
Measuring Trustworthiness*



***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

Measuring Trustworthiness*

Dependable	Stability or consistency of the result over time
Credible	Confidence in the truth of the findings
Confirmable	Quality of the result as supported by informants
Transferable	Applicability to other context (3 P)
Authentic	Faithfulness & fairness in describing the exp.



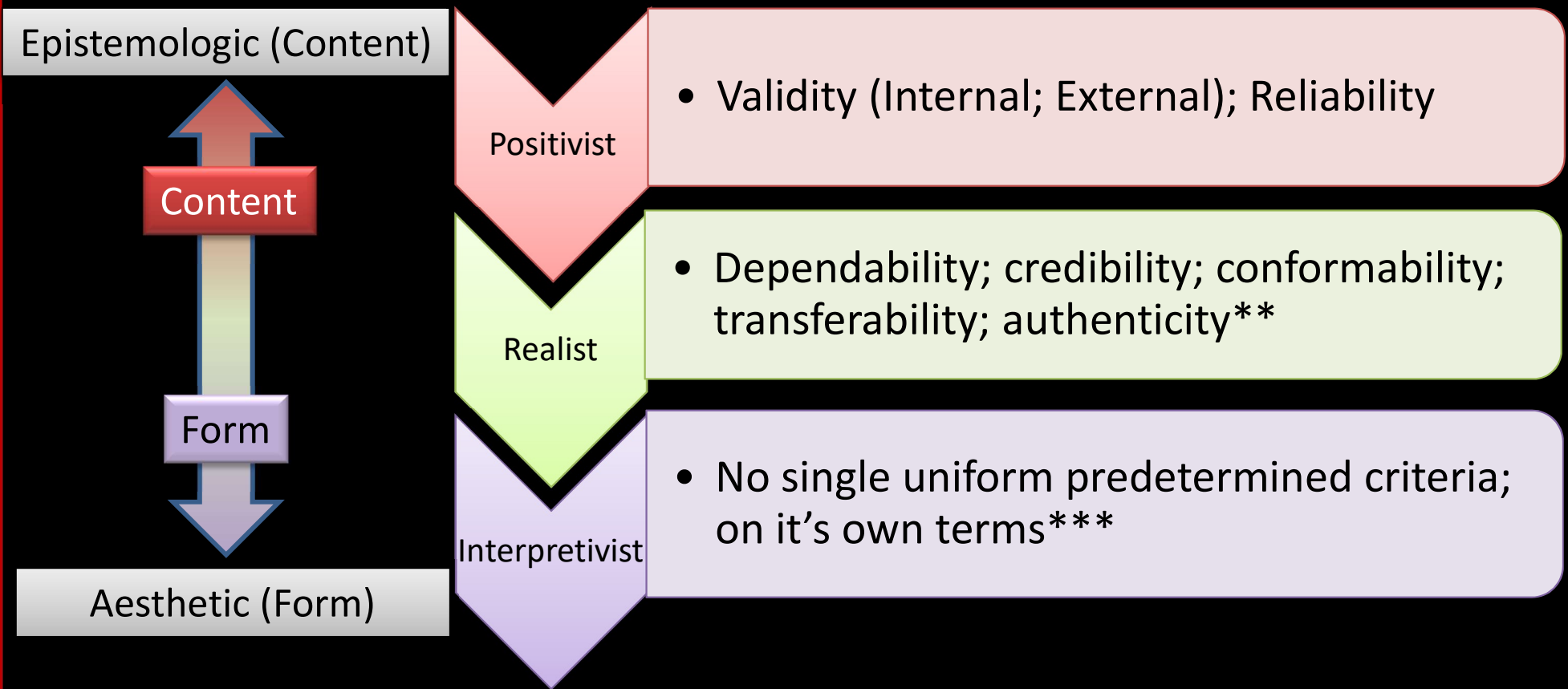
Realist

- Dependability; credibility; conformability; transferability; authenticity**

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

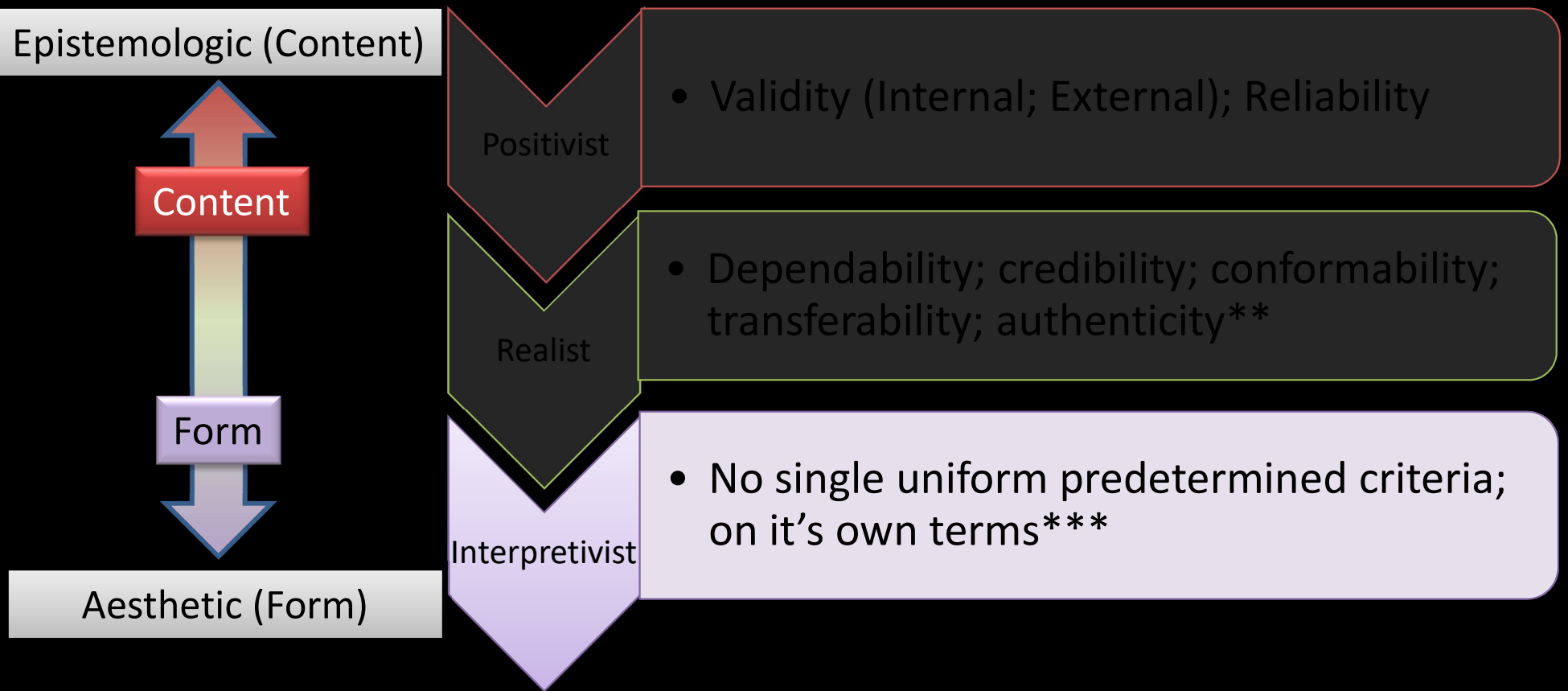
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Measuring Trustworthiness*



***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

Measuring Trustworthiness*



***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

Issues of Quality: Trustworthiness & Rigor Measuring Trustworthiness*

Diverse Approaches = Different Paradigm

Henwood & Pidgeon (2016)

Finlay (2016)**

Polkinghorne(1983)

Accuracy or Poetic
Artistry
Trustworthiness or
Resonance
Rigor or Relevance **

- No single uniform predetermined criteria; on it's own terms***

Interpreti
vist



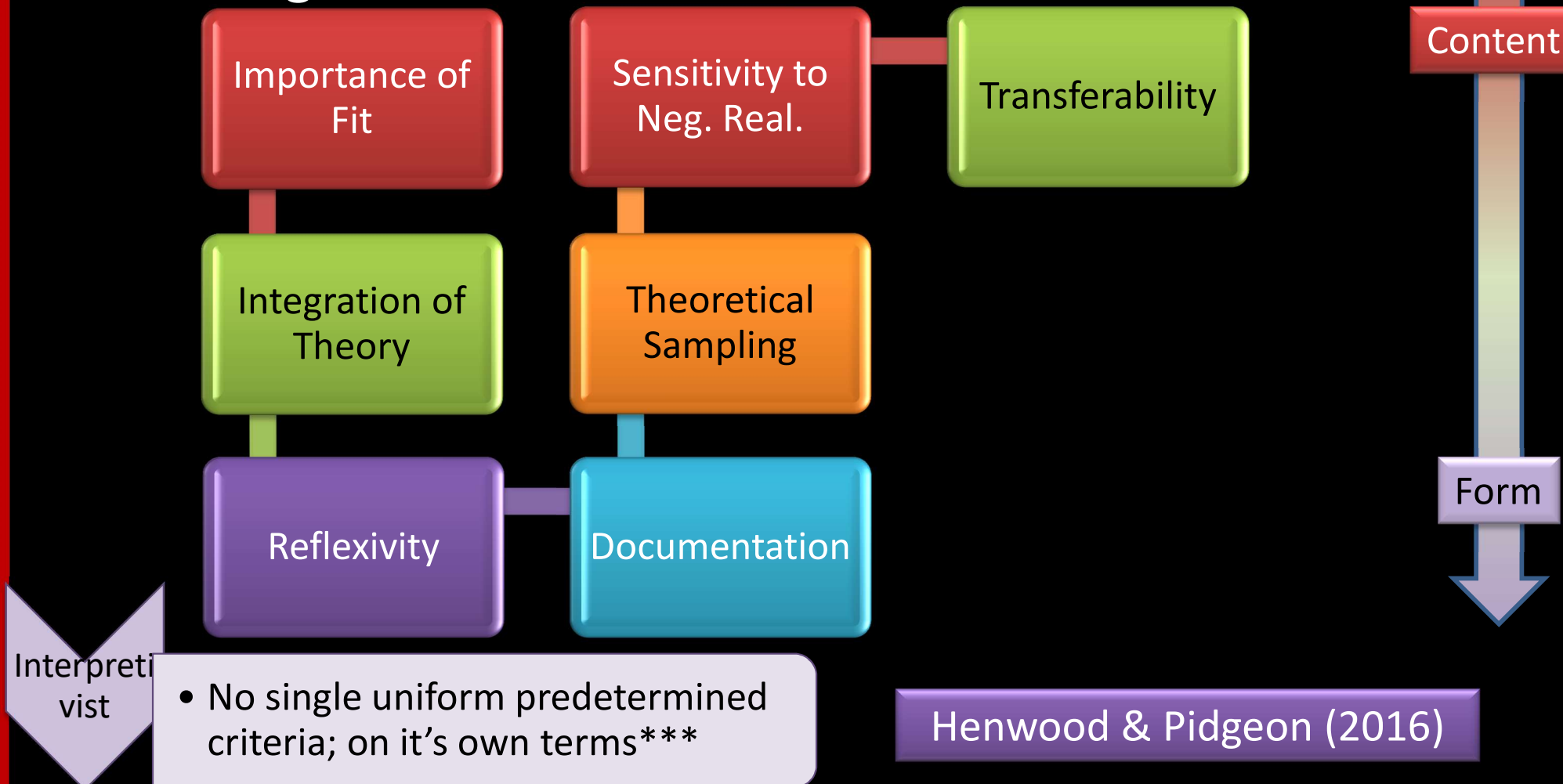
***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;

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Issues of Quality: Trustworthiness & Rigor

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Measuring Trustworthiness*



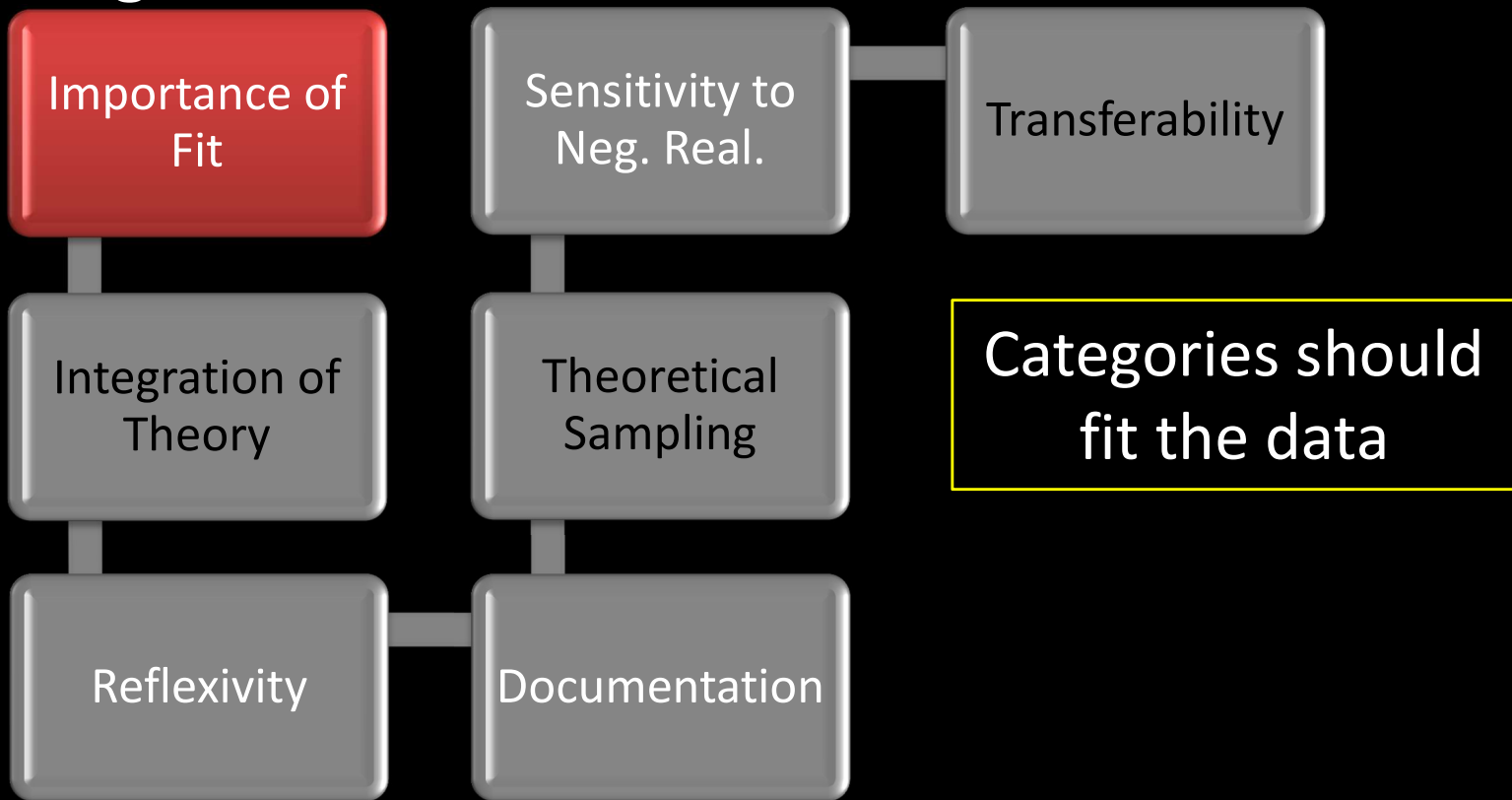
Interpretivist

- No single uniform predetermined criteria; on it's own terms***

Henwood & Pidgeon (2016)

Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

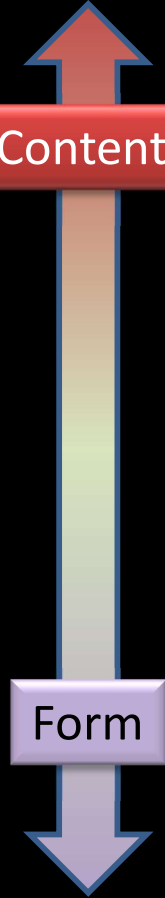


Interpretivist

- No single uniform predetermined criteria; on it's own terms***

Henwood & Pidgeon (2016)

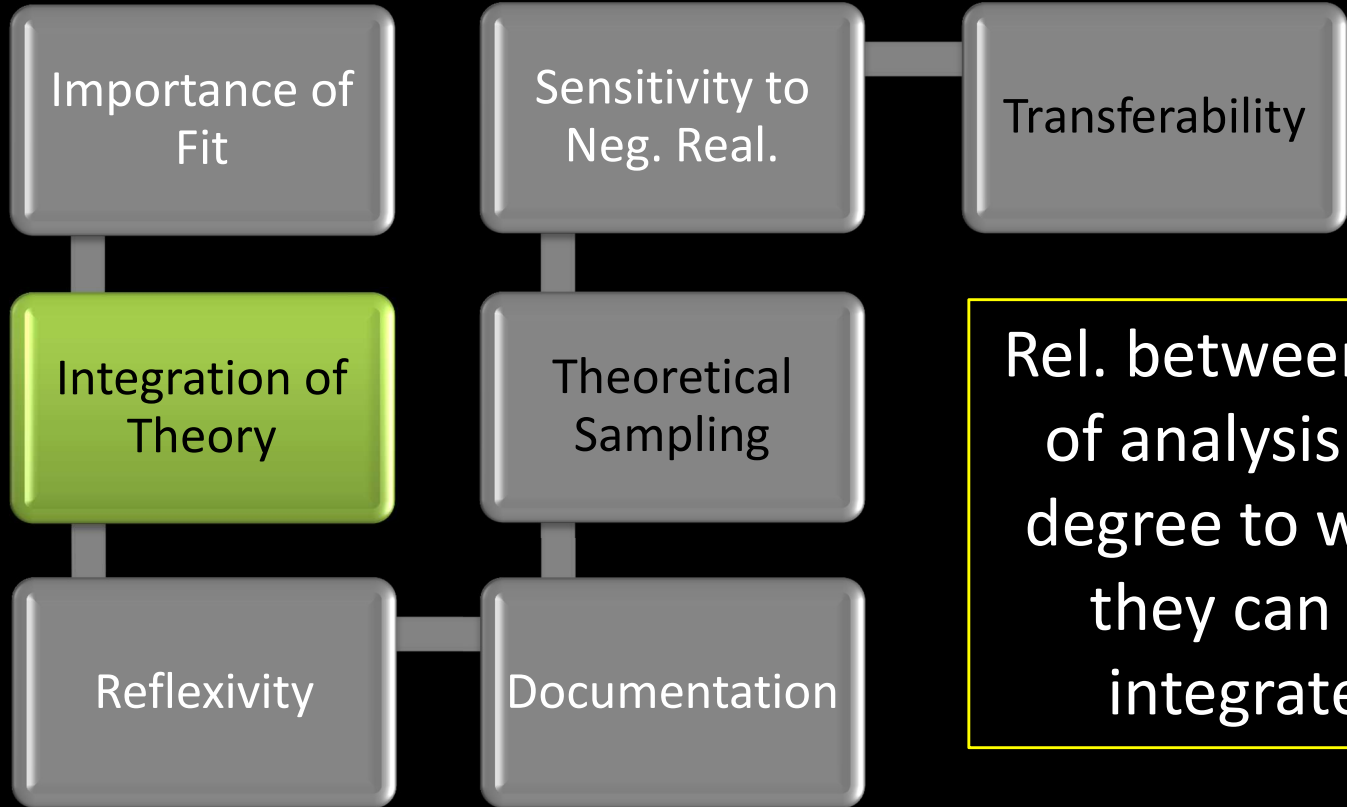
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Issues of Quality: Trustworthiness & Rigor

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Measuring Trustworthiness*



Rel. between unit of analysis and degree to which they can be integrated

Content

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Interpretivist

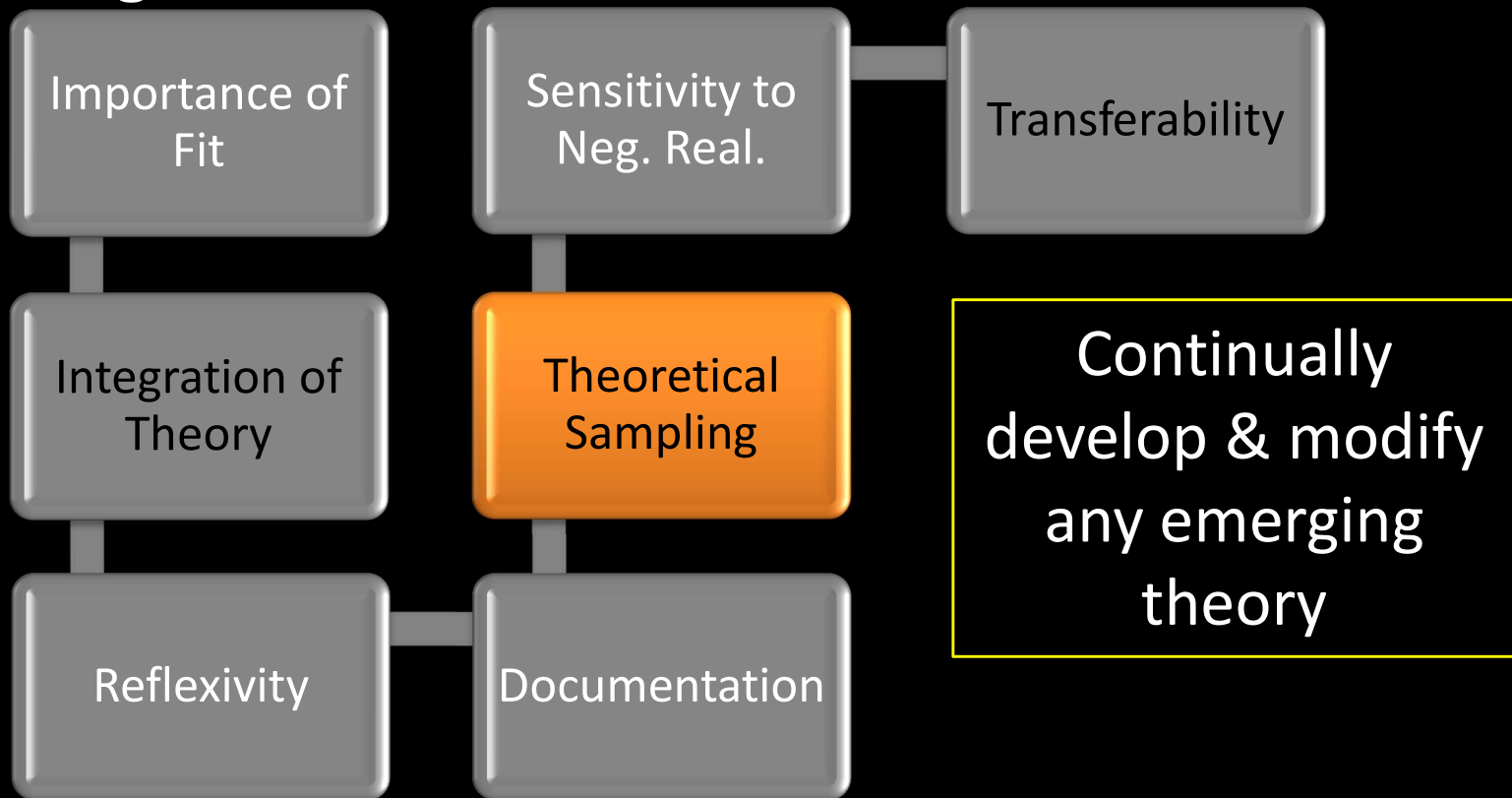
- No single uniform predetermined criteria; on it's own terms***

Henwood & Pidgeon (2016)

Handwritten notes in red margin: S.S.S.S. € S.S.S.S. S.S.S.S. S.S.S.S.

Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

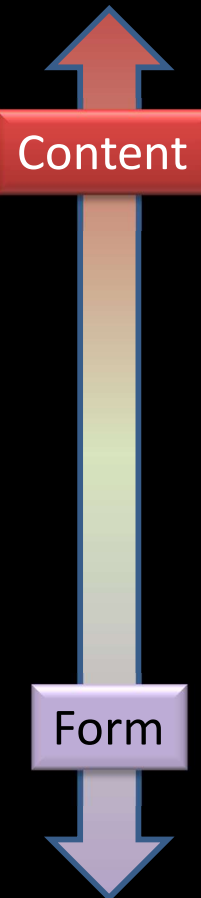


Interpretivist

• No single uniform predetermined criteria; on it's own terms***

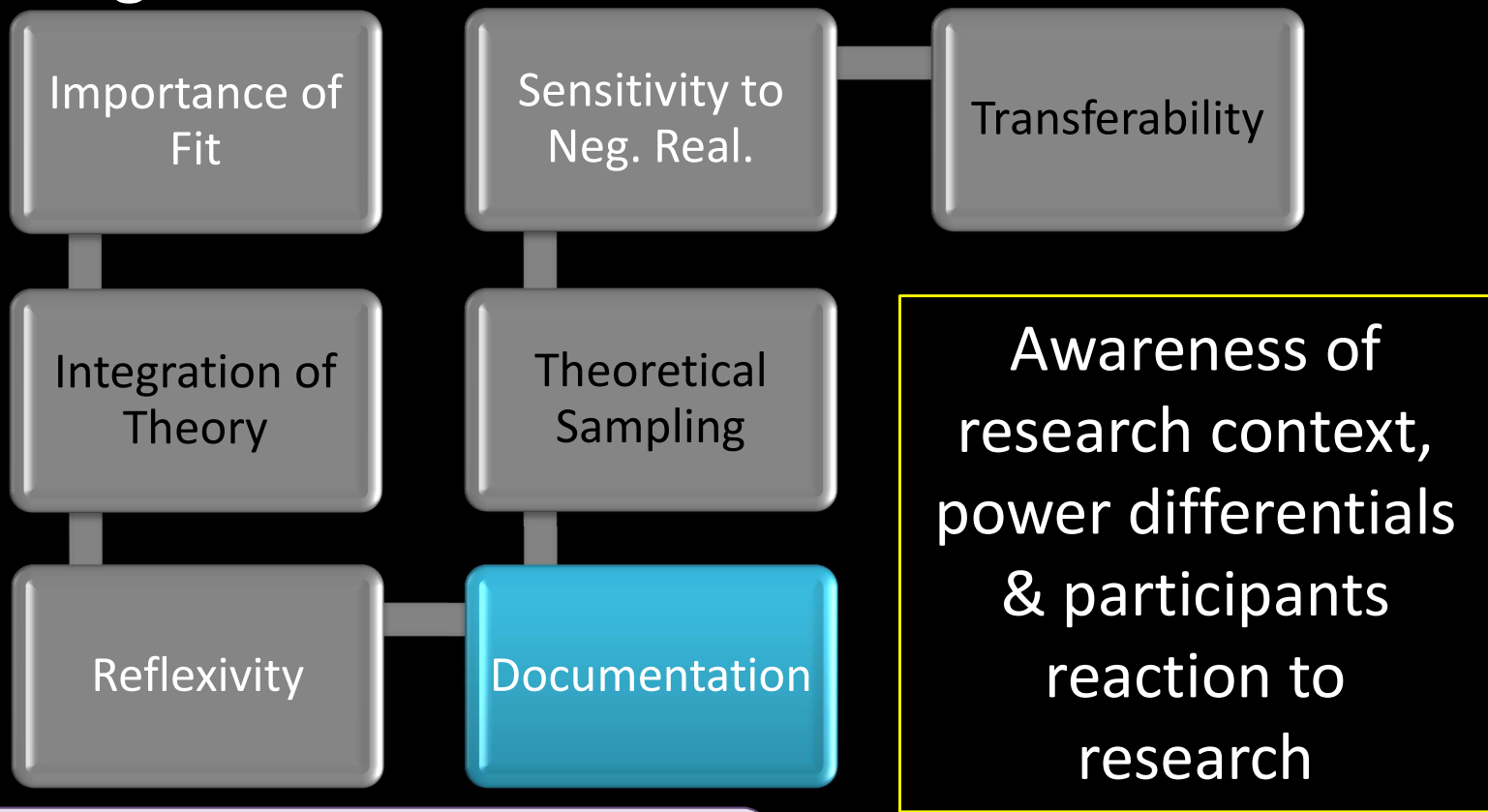
Henwood & Pidgeon (2016)

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Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*



Content

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Interpretivist

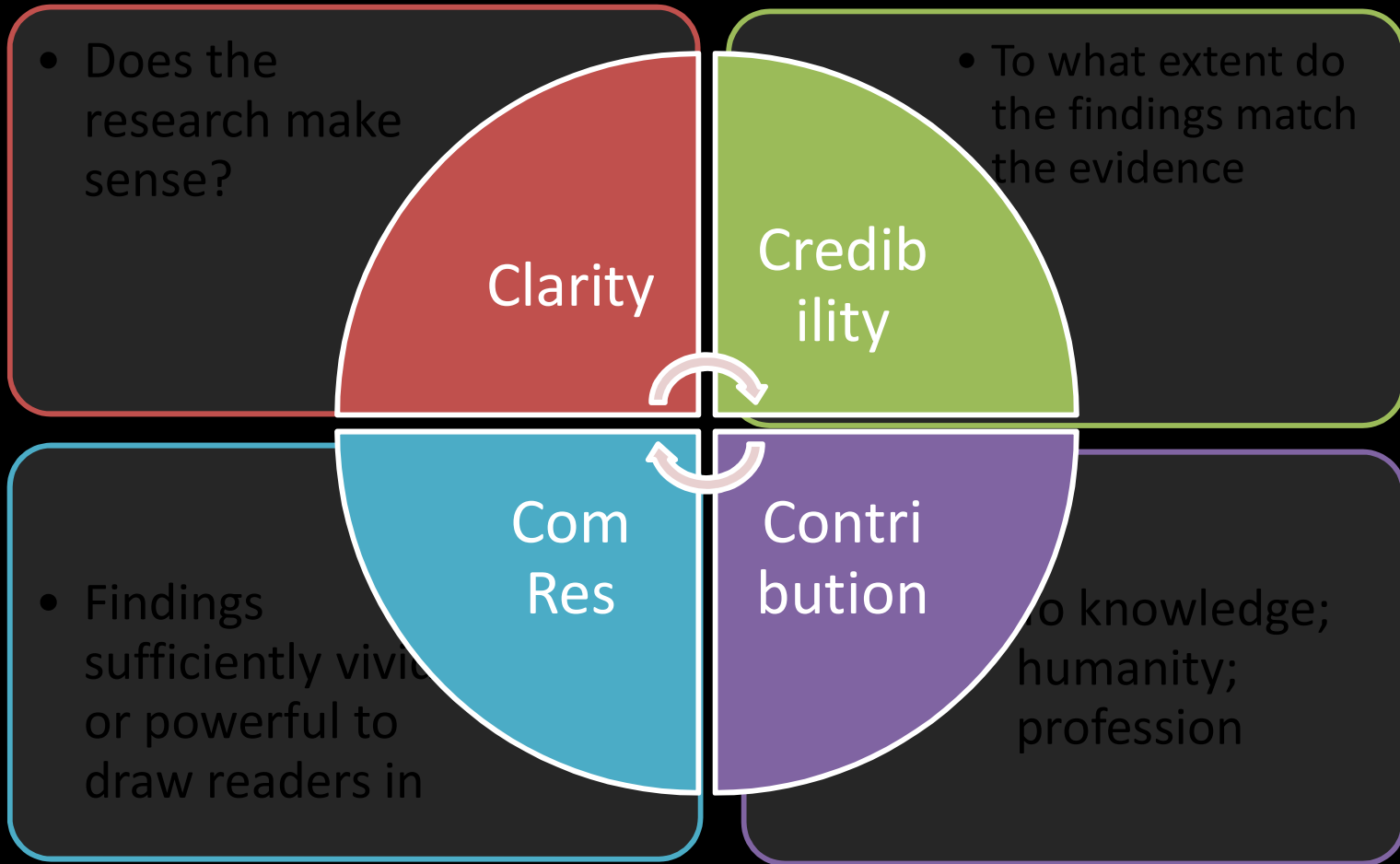
- No single uniform predetermined criteria; on it's own terms***

Henwood & Pidgeon (2016)

Vertical red bar with handwritten symbols and text.

Measuring Trustworthiness*

Finlay (2016)



Content

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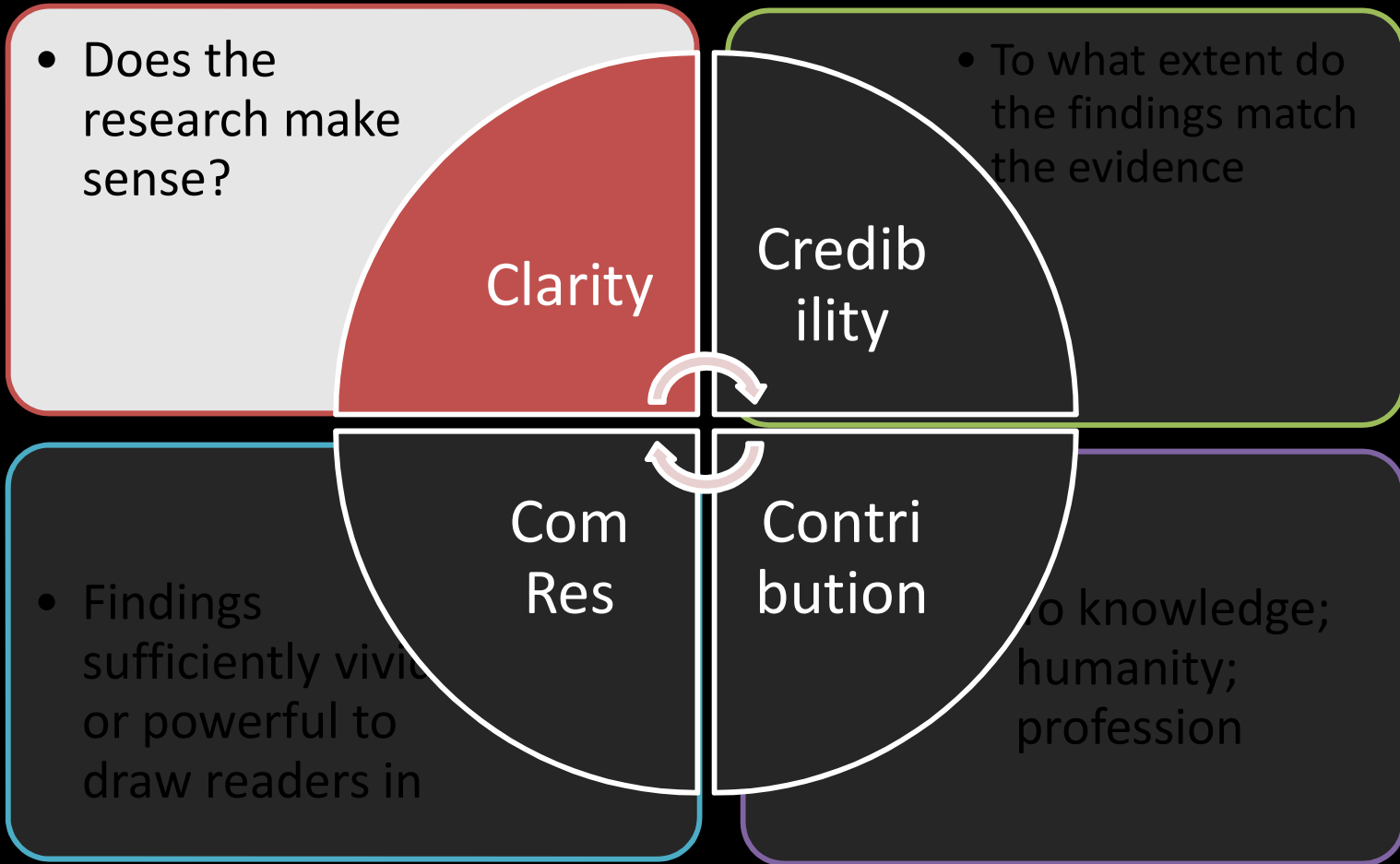
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Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

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Finlay (2016)



Content

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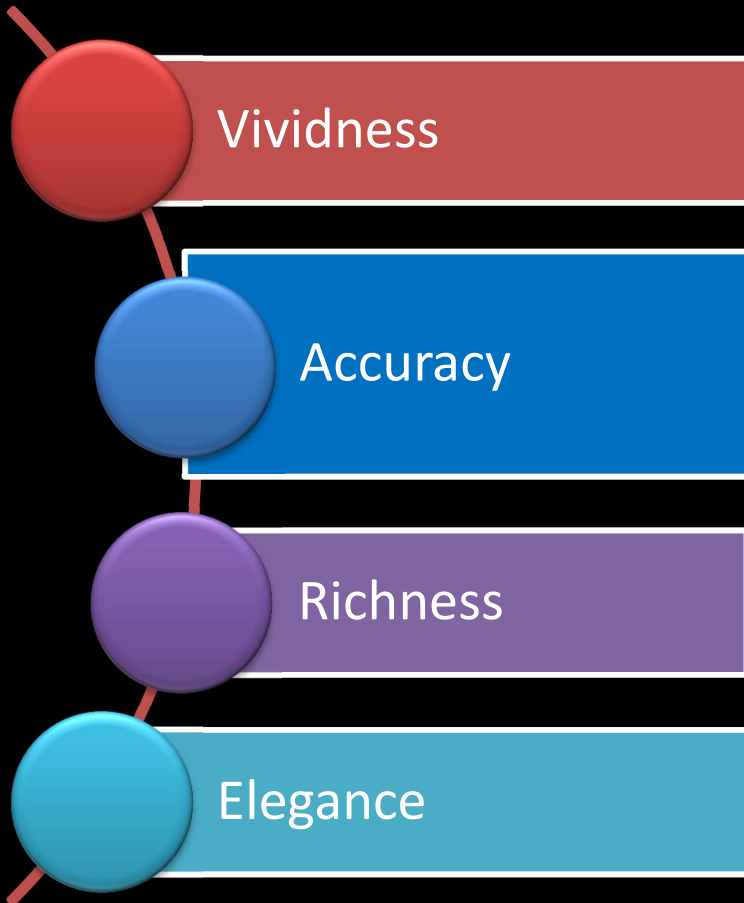
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Issues of Quality: Trustworthiness & Rigor

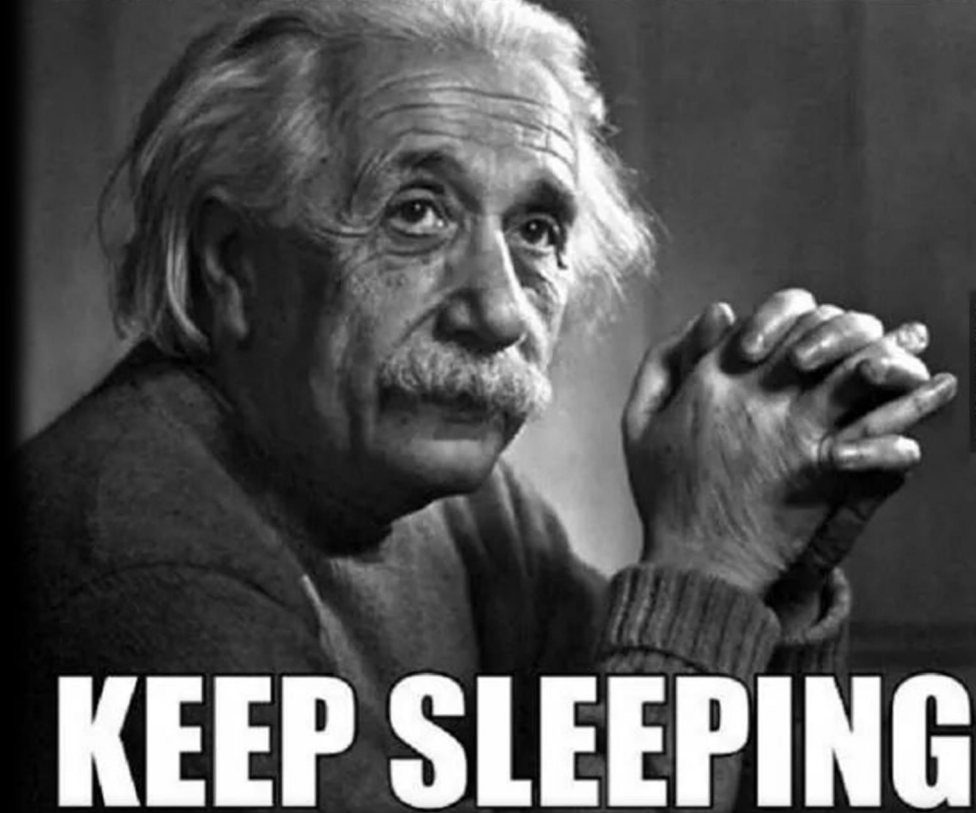
Measuring Trustworthiness*

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Polkinghorne(1983)



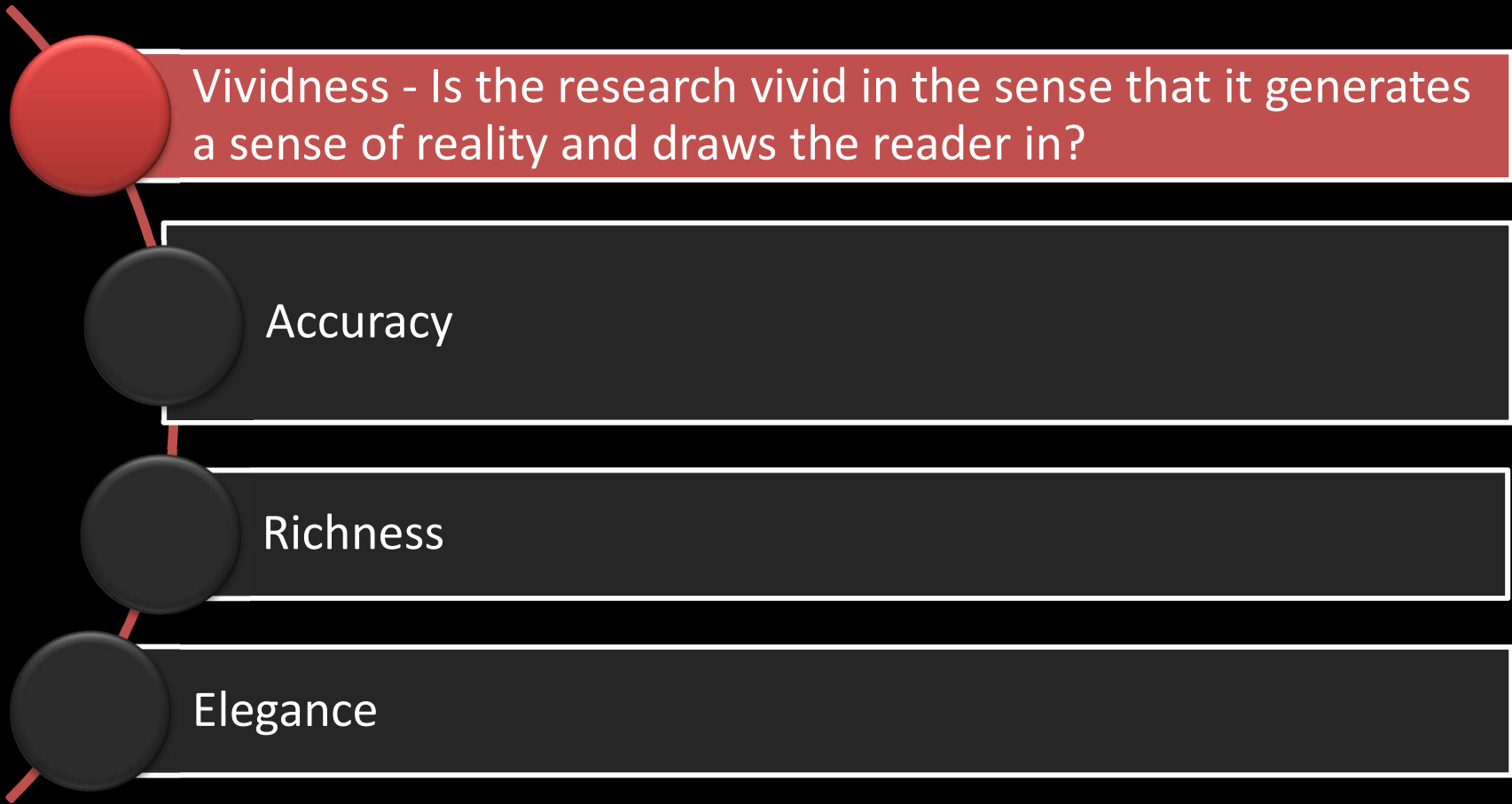
DON'T GIVE UP ON YOUR DREAMS



KEEP SLEEPING

Measuring Trustworthiness*

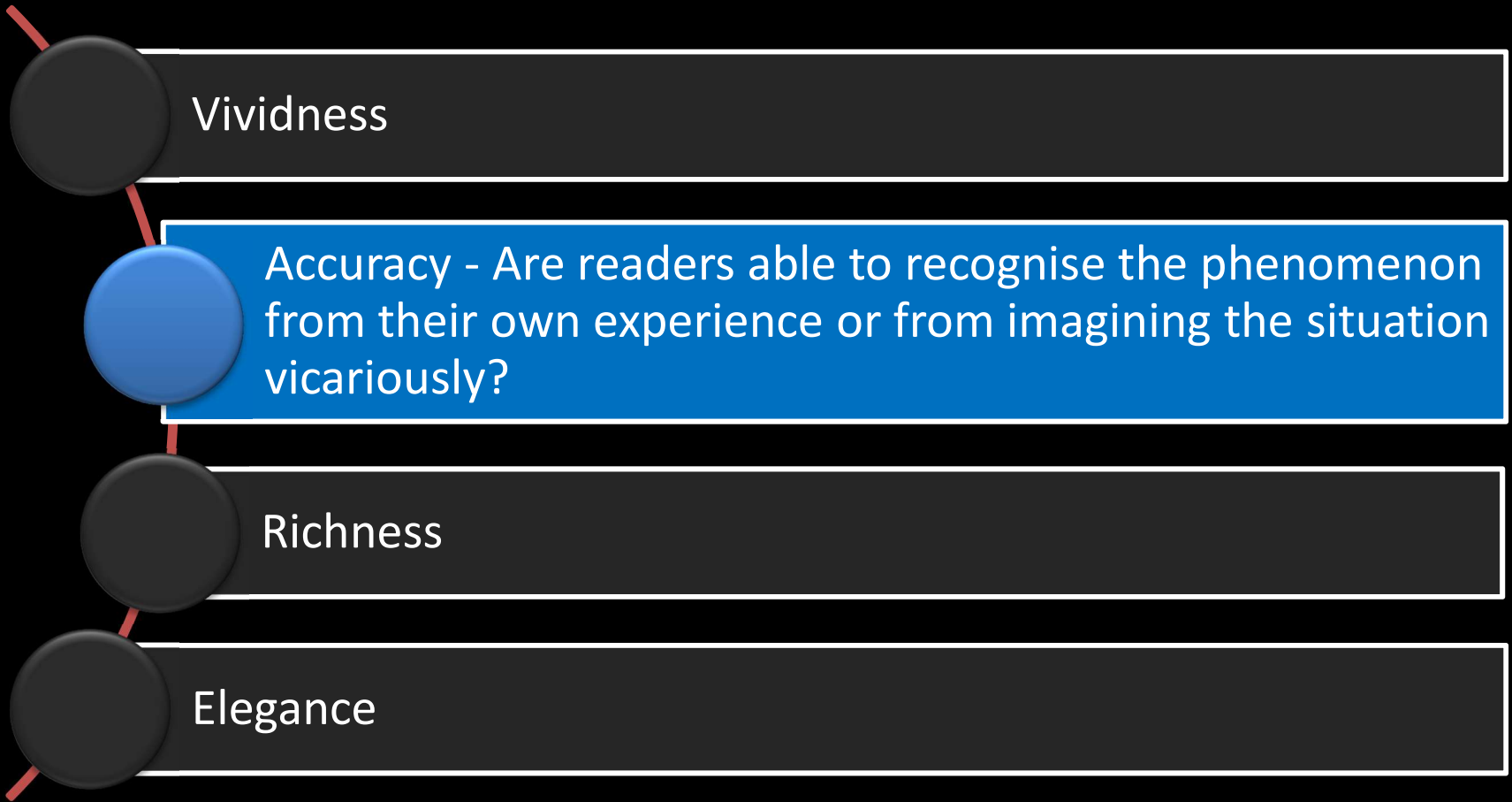
Polkinghorne(1983)



Handwritten symbols and characters on a red vertical bar.

Measuring Trustworthiness*

Polkinghorne(1983)



Content

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Issues of Quality: Trustworthiness & Rigor
Measuring Trustworthiness*

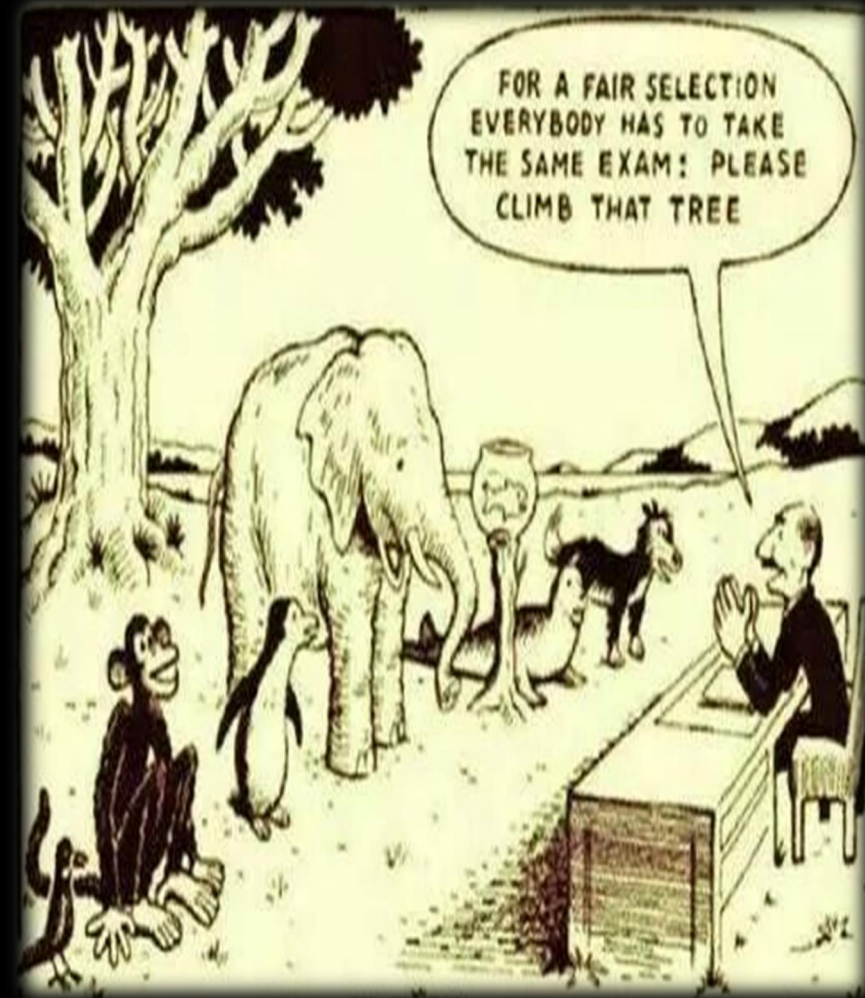
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“The issue of quality criteria

... is...

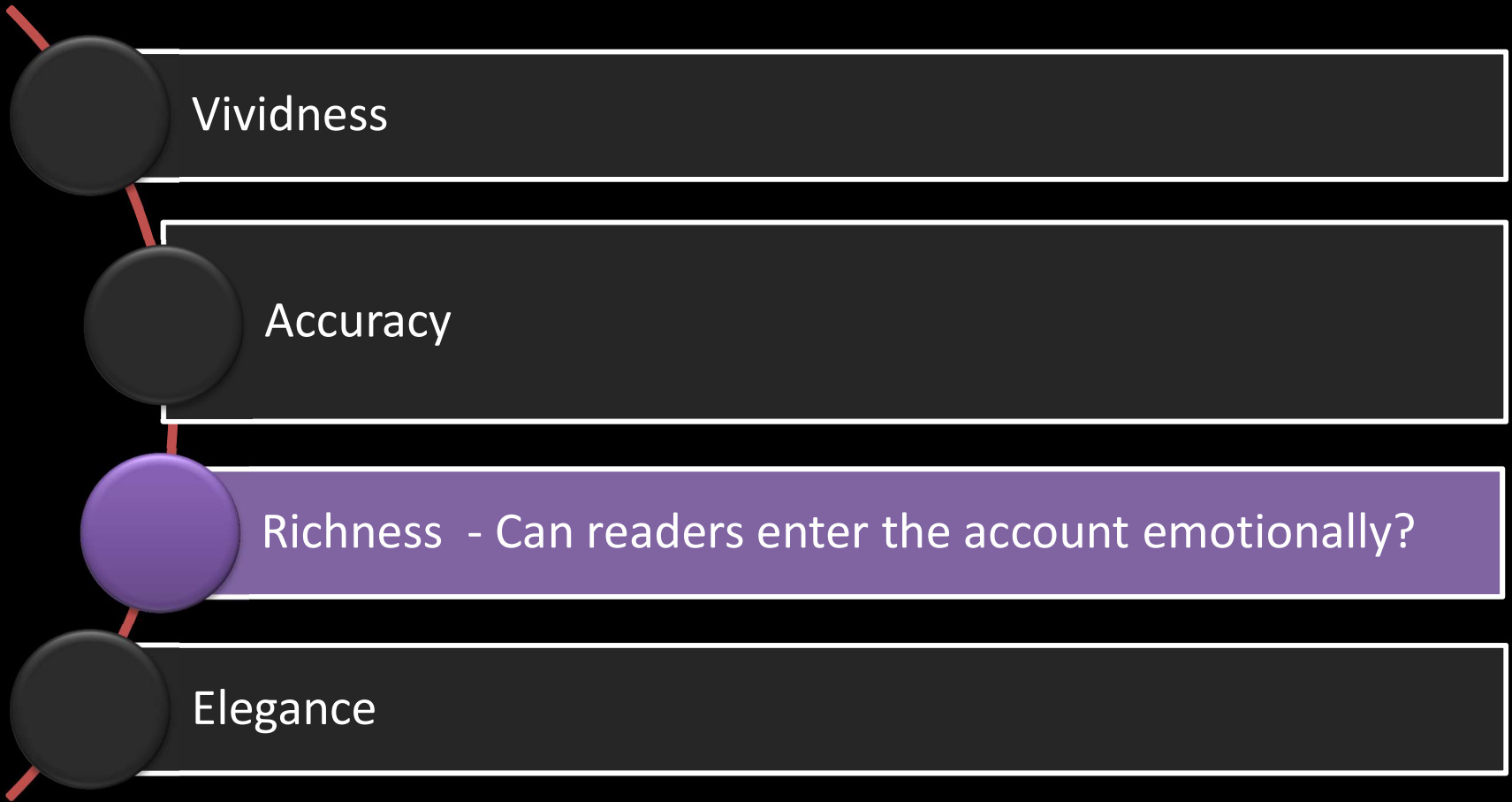
not well resolved”

Guba and Lincoln, 1994 p. 114



Measuring Trustworthiness*

Polkinghorne(1983)



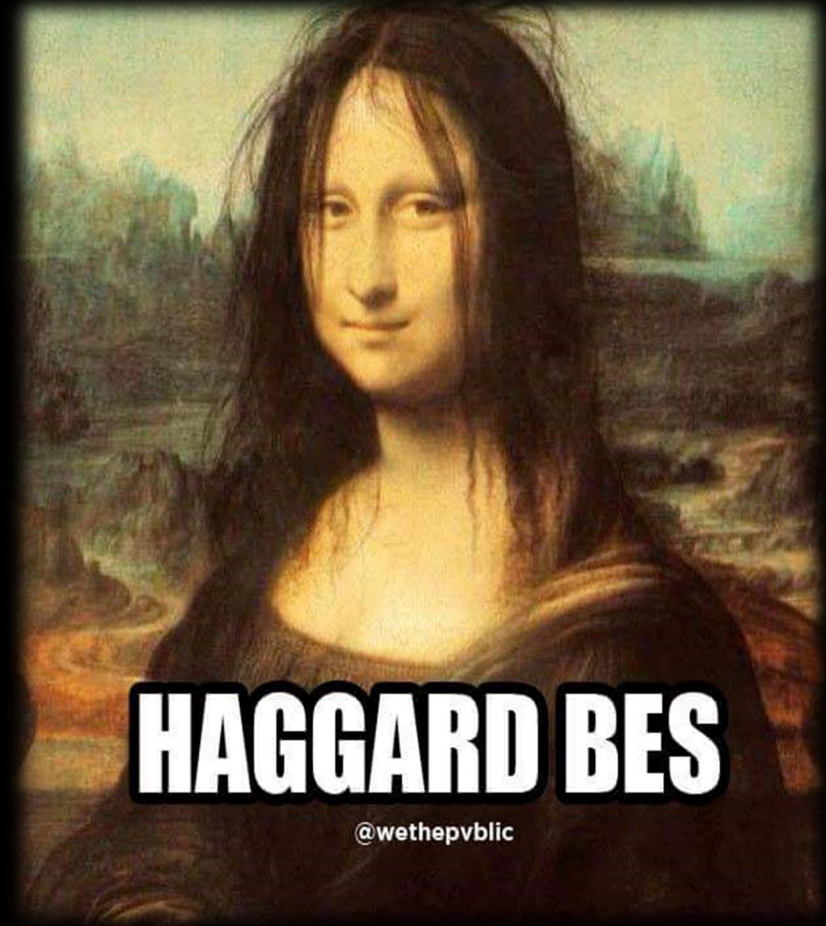
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Outline of Discussion

Qualitative Research Paradigm

Issues of Quality:
Trustworthiness & Rigor

Ways to Ensure Quality



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Ways to Ensure Quality

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Member checking

Prolonged
Engagement

Peer Debriefing

Triangulation

Self Reflection

Thick
Description

Audit Trail

Si Mommy Dionisia nag bar sa Waldorf Astoria sa New York.

Sabi ng katabi nyang GERMAN (nag order ng alak): "Waiter! Remy Martin, single!"

Yung ITALIAN naman sabi: "Waiter! Carlo Rossi, double!"

Mommy D: (Diyus miu! Kilangan pa pala magpakilala bagu umurder!) "Wiyter! Dionisia Pacquiao, Sipareyted"

Ways to Ensure Quality

Member checking

Prolonged Engagement

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Triangulation

Self Reflection

Thick Description

Audit Trail

Gain trust and Rapport

Gain entry into the 'unknown'

More Depth = More Insight

Authority and skill of the Researcher

Engagement *WITH* participants & *WITH* narratives

Dependability

Transferability

Credibility

Authenticity

Confirmability

HIGAD.

MINSAN UOD.
MINSAN IKAW.



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Ways to Ensure Quality

Member checking

Prolonged
Engagement

Peer Debriefing

Triangulation

Self Reflection

Thick
Description

Audit Trail

Analytic Triangulation

Insights are sensible & conceivable to a
disinterested person

Researcher discusses the R. methods,
analysis & interpretation continuously with
PEER

not involved in
project

Skilled qualitative
researcher

Presentation in Conference

Can the adviser act as the "peer debriefer"?!

Ways to Ensure Quality

Member checking

Prolonged
Engagement

Peer Debriefing

Triangulation

Self Reflection

Thick
Description

Audit Trail

Gives more detailed and balanced picture of the situation (Altrichter et al, 2008)

4 Types (Denzin, 1978)

2. Investigator –
Multiple researchers

3. Theory – more than 1
“theoretical” scheme in
interpretation

1. Data (source) –
time, space, person

4. Method – more
than 1 “method” in
data gathering

Reduce bias

Follow your philosophical underpinning

NOT a tool to check “Truthfulness” of data

Ways to Ensure Quality

Member checking

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Engagement

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Triangulation

Self Reflection

Thick
Description

Audit Trail

Enable the res. To discuss their position w/in the study and how their personal belief & past training have influence their findings

"Reflexivity"

Field notes

Journals

Recognize and make explicit any personal bias

Must be included in the final output

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Ways to Ensure Quality

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Triangulation

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Thick
Description

Audit Trail

Give sufficient detail about context, criteria, participants, & method to see if implication are transferable

Setting, Situation and People

Art of writing and rewriting

Pitfall: Too much quotes; too abstract; too artistic

Vividness, Accuracy, Richness, Elegance (Polkinghorne, 1983)

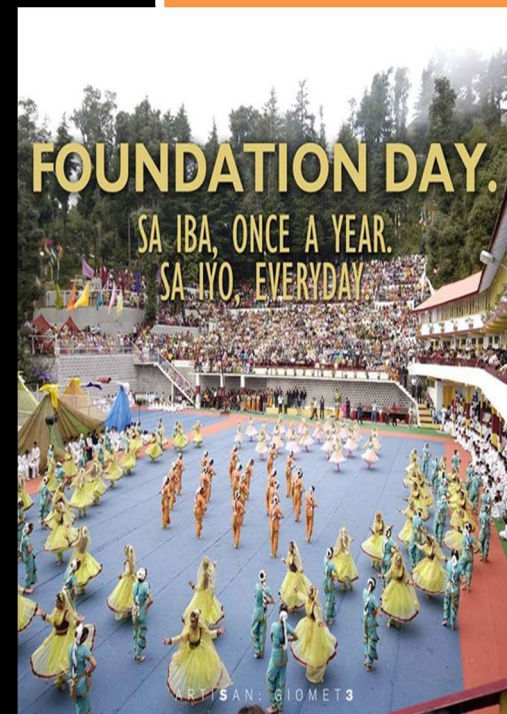
Dependability

Transferability

Credibility

Authenticity

Confirmability



Measuring Trustworthiness*

Polkinghorne(1983)

Content

Is the research vivid in the sense that it generates a sense of reality and draws the reader in?

Are readers able to recognise the phenomenon from their own experience or from imagining the situation vicariously?

Can readers enter the account emotionally?

Finally, has the phenomenon been described in a graceful, clear, poignant way?"

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Ways to Ensure Quality

Member checking

Prolonged
Engagement

Peer Debriefing

Triangulation

Self Reflection

Thick
Description

Audit Trail

Detailed description of sources
and techniques of data
collection, analysis,
interpretations made &&
decisions done

Inquiry Audit - Researcher from
outside scrutinize the process

Use of conceptual maps; decision tree

NOT for others to create
their own interpretation

More of *HOW*,
rather than *WHY*

Dependability

Transferability

Credibility

Authenticity

Confirmability

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to afternoon.

A MAN IS DATING THREE WOMEN

A man is dating three women and wants to decide which to marry. He decides to give them a test. He gives each woman a present of \$5000 and watches to see what she does with the money.

The first does a total make-over. She goes to a fancy beauty salon, gets her hair done, new make up and buys several new outfits and dresses up very nicely for the man. She tells him that she has done this to be more attractive for him because she loves him so much. The man was impressed.

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The man thought for a long time about what each woman had done with the money, and then he married the one with the largest breasts.

Was the decision Trustworthy?

Quality over Quantity

Don't forget to enjoy the Process

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