

**Prince of Songkla
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Qualitative Methodology: Research Designs, Methods and Practices

Melanie C. Brooks, Ph.D.

Associate Professor of
Educational Leadership
Associate Dean
Postgraduate Studies

Edith Cowan University
melanie.brooks@ecu.edu.au

What is Qualitative Research?





It is research
that
produces
descriptive
data.

Characteristics:

- Seeks to Understand
- Inductive
- Holistic
- Naturalistic
- Inclusive
- A Craft



Choose Your Purpose: It shapes how you formulate your problem

	Social Constructivist or Interpretative	Transformative	Critical	Pragmatism
Purpose	Describe, Understand, Explain	Change, Emancipate, Empower	Problematize, Question "Why do we do this?"	Apply research findings "What works"
Types	Case Study Phenomenology Grounded Theory	Participatory Action Research (PAR) Case Study	Narrative Approach Historiography Ethnography	Action Research Participatory Action Research
Reality	Multiple realities/looking at the complexities of views	Multiple realities situated in political, cultural, and social contexts where one reality is privileged	Focus is on changing dominant meanings	Focus on practical implications of the research

Examples of Different Interpretative Frameworks: **The High School Dropout**

Social Constructivist/Interpretative: Seeking to better understand the experience of dropping out from the perspective of the student, parents, and teachers

Transformative: Interested in giving dropout students a voice to challenge stereotypes

Critical: Interested in understanding how school policies and practices influence student dropout

Pragmatism: Interested in using the findings of research to inform a new dropout prevention program



Research Designs

Phenomenology

The study of an individual's experience of a phenomenon through interviews.

Requires bracketing so as to not allow the researcher's biases interfere with the phenomena studied.



Case Study

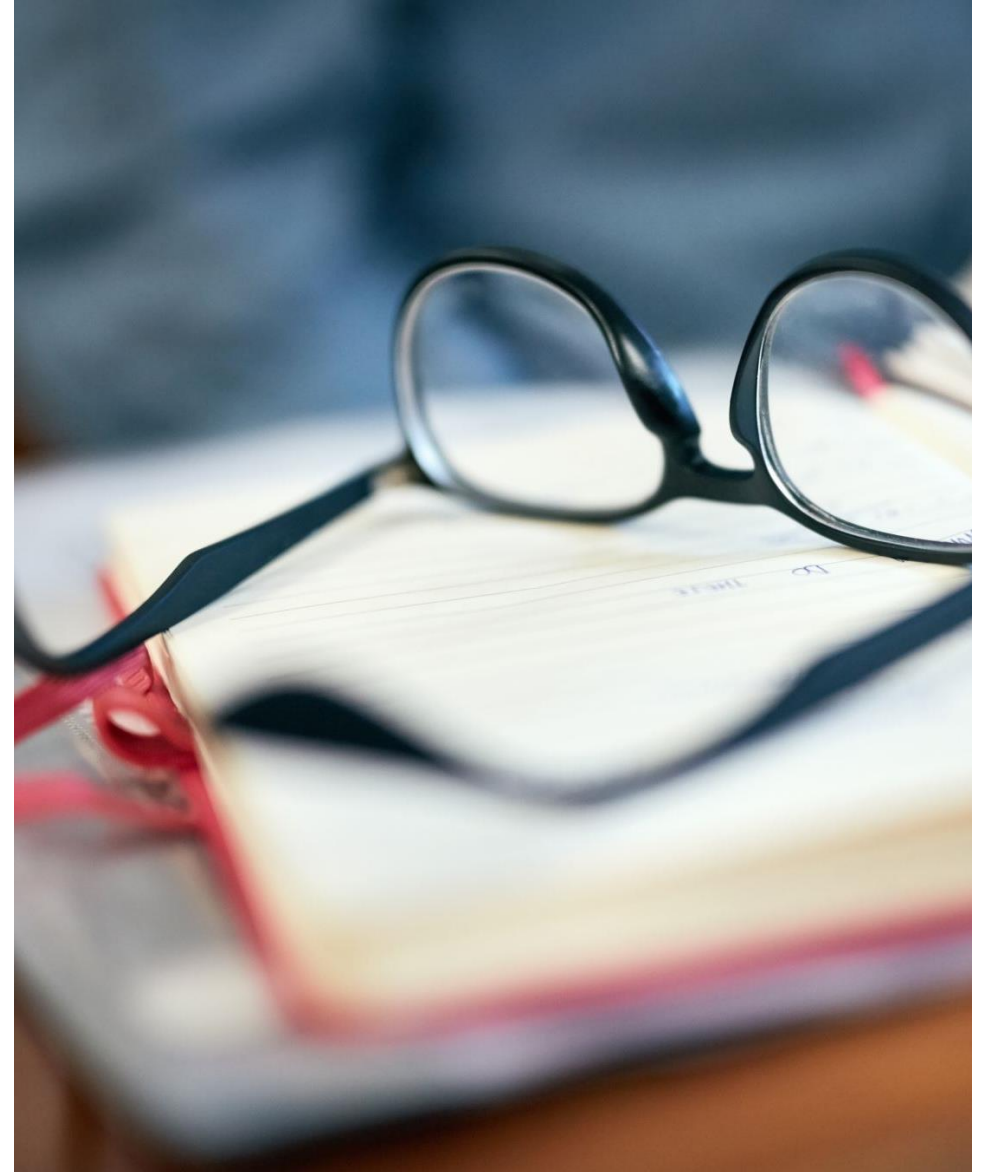
In-depth analysis of a bounded system through interviews, documents, and data analysis



Narrative Study

Studies an individual(s) lived experiences through interviews and documents

Can use biographical, psychological, and linguistic analysis



Ethnography

The study of culture



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Grounded Theory

The generation of substantive theory through the constant comparative data analysis method

The Role of Theory in Qualitative Research





What is theory?

A theory is a conceptual understanding that is **intended to explain a phenomenon** in the world.

A theory is separate from that phenomenon.

Theory...

- ✓ Offers a systematic way of understanding events or situations.
- ✓ Is created by people and represents various ways to understand the world in which we live.





Theoretical Framework

Provides a particular perspective or "lens" through which researchers examine a phenomenon.

- Psychological theories
- Economic theories
- Social theories
- Organisational theories
- Critical theories

Your
theoretical
framework
originates
from the
literature.

Distributed Leadership Theory

Culturally Relevant Leadership

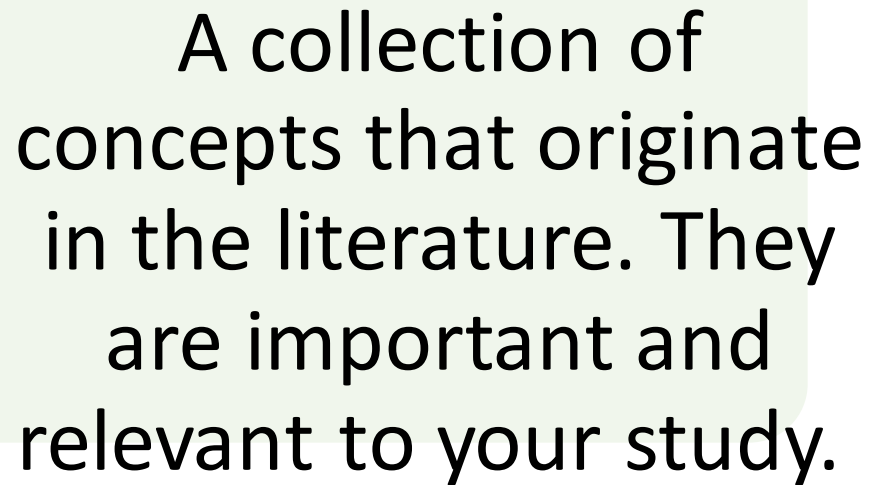
Critical Race Theory

Governmentality (Foucault)

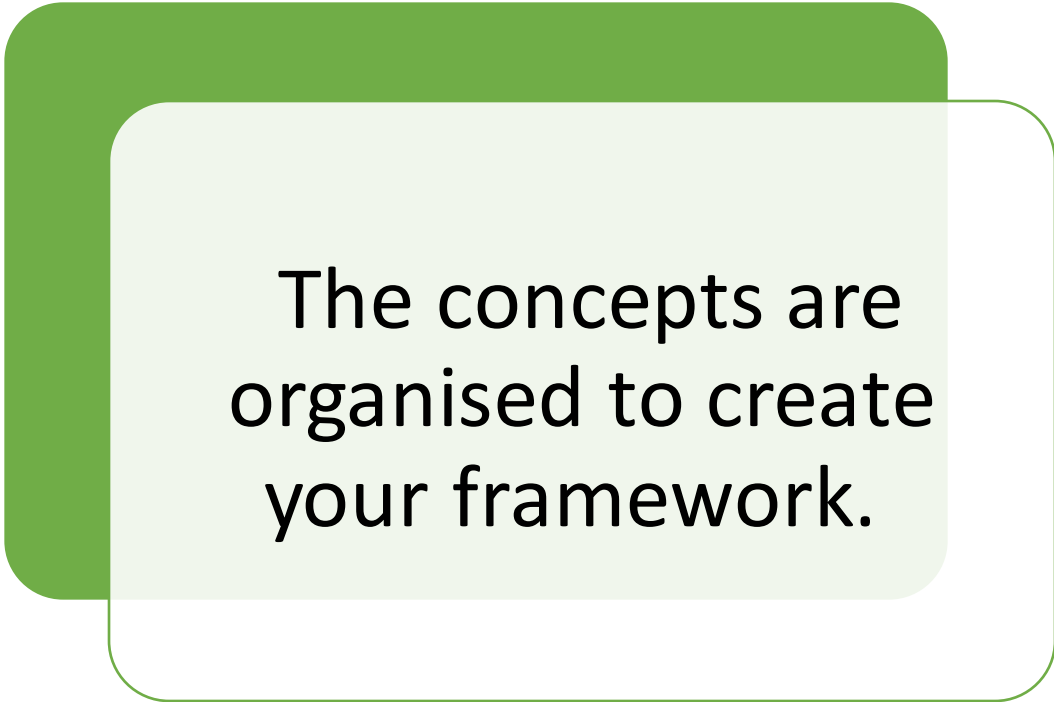
Feminist Standpoint Theory (Butler)

Social Capital/Cultural Capital (Bourdieu)

Conceptual Framework



A collection of concepts that originate in the literature. They are important and relevant to your study.



The concepts are organised to create your framework.

Creating a Conceptual Framework

Identify key words. (These represent important concepts in your study).

Map the theory that is associated with each concept. (This will be used to explain each concept in your theoretical framework section of your paper).

These key words will also begin your list of *a priori* codes for data analysis.



Example of a Conceptual Framework

Cultural Capability

Cultural
Safety

Cultural
Awareness

Cultural
Competency

Research Methods

- ✓ Interviews,
- ✓ Observations
- ✓ Documents

Originate from your identified framework and literature review.





Crafting a Manuscript

Introduction

Literature Review

Theoretical OR Conceptual Framework

Methodology

Findings

How do we analyze our data to arrive at findings?

Through Coding



What is coding?

It is looking for examples of the theory in the data.

Theory: Culturally relevant pedagogy

"I learn best when the lesson is about my culture."



Coding helps you understand what is in the interviews through the lens of the theory.

Coding helps you create new meaning out of the data.

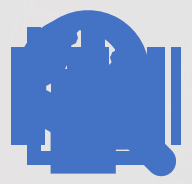


A Priori Coding: Codes developed before collecting data

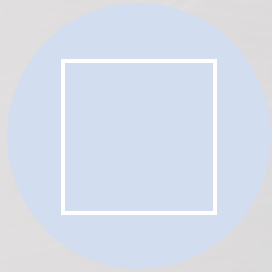
Inductive Coding: Codes that are identified during data collection and analysis

Open Coding: attaching concepts to data not guided by theory. Typically used with the grounded theory research design

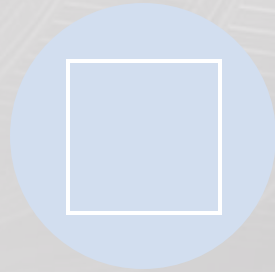
Identifying Codes



Data Analysis Process



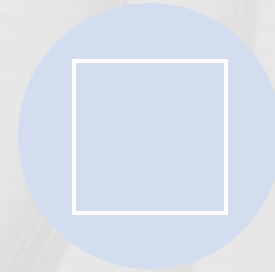
INTERVIEW DATA



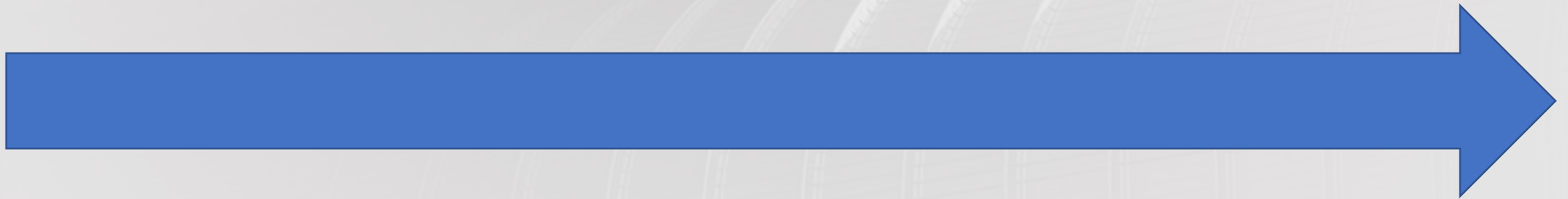
CODES



CATEGORIES/THEMES



FINDINGS



Ezzani, M. & Brooks, M.C. (2019). Culturally Relevant Leadership: Advancing Critical Consciousness in American Muslim Students. *Educational Administration Quarterly*.

<https://journals.sagepub.com/doi/pdf/10.1177/0013161X18821358>

Purpose: The purpose of this study was to explore how leaders in an Islamic school in the United States engaged in culturally relevant leadership (CRL) within a diverse school community to develop students' critical social consciousness.

Research Question 1: How do school leaders at one American private Islamic (K-8) school practice CRL?

Research Question 2: How might this equip students to develop a critical social consciousness?

Conceptual Framework:

Culturally Relevant Leadership

- Liberatory Consciousness
- Pluralistic Insight
- Reflexive Practice

Table 1. Data Analysis Via Culturally Relevant Leadership Framework (McCray & Beachum, 2014b).

A priori codes	Categories	Themes
<i>Liberatory consciousness</i> <ul style="list-style-type: none"> • Awareness • Analysis • Action • Allyship 	<ul style="list-style-type: none"> • Lived with awareness • Affirmed individual identity • Connected problems to structural inequalities • Challenged own biases • Worked toward just causes 	<i>Collective responsibility</i> <ul style="list-style-type: none"> • Developed curriculum on understanding diversity • Integrated inter/intrafaith activities directly taught mission and vision
<i>Pluralistic insight</i> <ul style="list-style-type: none"> • Engagement with diversity • Active seeking of understanding across differences • Maintaining commitments • Dialogue 	<ul style="list-style-type: none"> • Nurtured relationships • Shunned deficit perspectives • Affirmed diversity • Challenged stereotypes • Opposed alienation • Culture of high expectations 	<i>Courageous and consistent pronouncements</i> <ul style="list-style-type: none"> • Pushed back against discrimination • Spoke against injustice • Chose inclusive path
<i>Reflexive practice</i> <ul style="list-style-type: none"> • Think about actions • Process of continuous learning • Encourage others to reflect/act 	<ul style="list-style-type: none"> • Showed genuine respect • Change agent of self and others • Hesitancy to upset faith community • Equivocation to challenge religious norms 	<i>Balancing community responsiveness with compromise</i> <ul style="list-style-type: none"> • Inconsistency toward female leadership roles • Hedging toward, yet ambivalent about transformation of religious norms



Group
Work:
Focus on
Coding

Group Work

In your group you will be given a **Theoretical Framework and data** and you will need to do the following:

1. Read through the data as a group
2. Identify where you see the ideas of the theory in the data
3. Note these with a code (word or phrase)



Theoretical Framework: American Muslim identity

- Having an American Muslim identity is **taking pride** in being a both member of the Islamic faith and an American citizen.
- **American Muslim** identity asserts that being Muslim and being American are **not in contradiction** with each other.
- American Muslims are **devoted to their core religious beliefs and practices** while advocating for **religious pluralism** and **social justice**.

A group of business professionals in a meeting. A woman in a grey blazer is gesturing with her hand while talking. A man in a dark suit and tie is looking at a tablet. Another person is holding a smartphone. There are coffee cups on the table. The background is a bright, out-of-focus office space.

In your groups, work on data analysis.
I'll stop by to listen and answer
questions.



What did you find?

Possible Codes

Peer
relationships

Addressing
conflict

Strong
Identity

Self-
perception

Self esteem

Knowledge
of Faith

Confidence

Advocacy



Possible Findings: Three themes

Pride in identity

Deep knowledge of faith

Courage to speak out

+

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Questions?



Thank you!

Melanie Brooks

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