

# Qualitative Methodology Essay Prompts

## Paper 3

1. Distinguish between qualitative and quantitative data.
2. Explain strengths and limitations of a qualitative approach to research.
3. To what extent can findings be generalized from qualitative studies?
4. Discuss ethical considerations in qualitative research.
5. Discuss sampling techniques appropriate to qualitative research (*for example, purposive sampling, snowball sampling*).
6. Explain effects of participant expectations and researcher bias in qualitative research.
7. Explain the importance of credibility in qualitative research.
8. Explain the effect of triangulation on the credibility/trustworthiness of qualitative research.
9. Explain reflexivity in qualitative research.
10. Evaluate semi-structured, focus group and narrative interviews.
11. Discuss considerations involved before, during and after an interview (*for example, sampling method, data recording, traditional versus postmodern transcription, debriefing*).
12. Explain how researchers use inductive content analysis (thematic analysis) on interview transcripts.
13. Evaluate participant, non-participant, naturalistic, overt and covert observations.
14. Discuss considerations involved in setting up and carrying out an observation (*for example, audience effect, Hawthorne effect, disclosure*).
15. Discuss how researchers analyse data obtained in observational research.
16. Evaluate the use of case studies in research.
17. Explain how a case study could be used to investigate a problem in an organization or group (*for example, a football team, a school, a family*).
18. Discuss the extent to which findings can be generalized from a single case study.