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Question 1-part A

1. Decide on a question you want to study

A good research question needs to be clear, specific, and manageable. To do qualitative research, your question should explore reasons for why people do things or believe in something.

- The research questions are one of the most important pieces of your research design. It determines what you want to learn or understand and also helps to focus the study, since you can't investigate everything at once.
- You should start with a burning question and then narrow it down more to make it manageable enough to be researched effectively.

2. Do a literature review.

A literature review is a process of studying what others have written about your research question and particular topic. You read widely on the larger field and examine studies that relate to your topic. You then draw up an analytical report that synthesizes and integrates the existing research (rather than simply presents a short summary of each study in chronological order. In other words, you are "researching the research."

- A literature review will also help you to determine whether you are really interested and committed to the topic and research question and that there is a gap in the existing research that you want to fill by conducting your own investigation.

3. Evaluate whether qualitative research is the right fit for your research question.

Qualitative methods are useful when a question cannot be answered by a simple 'yes' or 'no' hypothesis. Often qualitative research is especially useful for answering "how" or "what" questions.[3] They are also useful when budgetary decisions have to be taken into account.

- **For example**, if your research question is "what is the meaning of teachers' work to second career teachers?", that is not a question that can be answered with a 'yes' or 'no'. Nor is there likely to be a single overarching answer. This means that qualitative research is the best route

4. Consider your ideal sampling size

Qualitative research methods don't rely as heavily on large sample sizes as quantitative methods, but they can still yield important insights and findings. For instance, since it's unlikely that you have the funding to be able to study *all* second teachers *everywhere* in the United States, perhaps you choose to narrow your study to a major urban area (like New York) or schools within 200km of where you live.

- Consider the possible outcomes. Because qualitative methodologies are generally quite broad, there is almost always the possibility that some useful data will come out of the research.
- Your research budget and available financial resources should also be considered. Qualitative research is often cheaper and easier to plan and execute.

5. Choose a qualitative research methodology. The design of qualitative research is the most flexible of all the experimental techniques, so there are a number of accepted methodologies available to you.

- *Action Research* – Action research focuses on solving an immediate problem or working with others to solve problem and address particular issues.
- ***Ethnography*** – Ethnography is the study of human interaction in communities through direct participation and observation within the community you wish to study. Ethnographic research comes from the discipline of social and cultural anthropology but is now becoming more widely used.
- ***Phenomenology*** – Phenomenology is the study of the subjective experiences of others. It researches the world through the eyes of another person by discovering how they interpret their experiences.
- ***Grounded Theory*** – The purpose of grounded theory is to develop theory based on the data systematically collected and analysed. It looks at specific information and derives theories and reasons for the phenomena.
- ***Case Study Research*** – This method of qualitative study is an in-depth study of a specific individual or phenomena in its existing context.

Part b

1. Collect your data

Each of the research methodologies has uses one or more techniques to collect empirical data, including interviews, participant observation, fieldwork, archival research, documentary materials, etc. The form of data collection will depend on the research methodology. For example, case study research usually relies on interviews and documentary materials, whereas ethnography research requires considerable fieldwork.

- **Direct observation** – Direct observation of a situation or your research subjects can occur through video tape playback or through live observation
- **For example**, perhaps you want to see how second career teachers go about their routines in and outside the classrooms and so you decide to observe them for a few days, being sure to get the requisite permission from the school, students and the teacher and taking careful notes along the way.
- **Participant observation** – Participant observation is the immersion of the researcher in the community or situation being studied.
- **Surveys** – Written questionnaires and open-ended surveys about ideas, perceptions, and thoughts are other ways by which you can collect data for your qualitative research. For example, in your study of second career schoolteachers, perhaps you decide to do an anonymous survey of 100 teachers in the area because you're concerned that they may be less forthright in an interview situation than in a survey where their identity was anonymous.
- **Document analysis"** – This involves examining written, visual, and audio documents that exist without any involvement of or instigation by the researcher.
- **For example**, if studying education, institutions like public schools produce many different kinds of documents, including reports, flyers, handbooks, websites, curricula, etc. Maybe you can also see if any second career teachers have an online meet group or blog. Document analysis can often be useful to use in conjunction with another method, like interviewing.

2. **Analyse your data**

Once you have collected your data, you can begin to analyse it and come up with answers and theories to your research question. Although there are a number of ways to analyse your data, all modes of analysis in quantitative research are concerned with textual analysis, whether written or verbal.

- **Coding** – In coding, you assign a word, phrase, or number to each category. For example, you may see while coding your interviews, that "divorce" comes up frequently. You can add a code for this. Coding helps you organize your data and identify patterns and commonalities.
- **Descriptive Statistics** – You can analyse your data using statistics. Descriptive statistics help describe, show or summarize the data to highlight patterns. For example, if you had 100 principal evaluations of teachers, you might be interested in the overall performance of those students. Descriptive statistics allow you to do that. Keep in mind, however, that descriptive statistics cannot be used to make conclusions

- ***Hermeneutic Analysis*** – Hermeneutic analysis focuses on the meaning of a written or oral text. Essentially, you are trying to make sense of the object of study and bring to light some sort of underlying coherence.
- ***Content analysis/Semiotic analysis*** – Content or semiotic analysis looks at texts or series of texts and looks for themes and meanings by looking at frequencies of words
- **For example**, maybe you find the same words or phrases, like "second chance" or "make a difference," coming up in different interviews with second career teachers and decide to explore what this frequency might signify.

3. **Write up your research.**

When preparing the report on your qualitative research, keep in mind the audience for whom you are writing and also the formatting guidelines of the research journal you wish to submit your research to. You will want to make sure that your purpose for your research question is compelling and that you explain you

Question 2-part A

Content analysis as a flexible and versatile qualitative research method frequently used in the study of leadership. It described fundamental procedures for conducting a content analysis and discussed the various approaches to content analysis to include qualitative, quantitative, and computerized methods. A key strength of content analysis is the analytical flexibility it allows. At one level, the manifest content can be captured and revealed in a number of text statistics. At this level, software programs greatly facilitate the word-crunching activities yet leave the final interpretive burden on the human content analyst. Despite the availability of a variety of software programs, for researchers who wish to examine more than simple frequency counts, content analysis remains a laborious process of devising reliable coding schemes and applying human judgments. These problems are only exacerbated by the ease with which software programs can collect thousands of documents and millions of words on a variety of topics. However, computer-based content analysis programs do not replace the human analyst who needs to find the deeper meaning behind the words and sentences that make up a body of text. It is at this second level where the researcher is interested in discovering the latent content and deeper meaning embodied in the texts, which requires the human interpreter. Content analysis provides a replicable methodology to access deep Individual or collective structures such as values attitudes and cognitions and offers a means to conduct both inductive and deductive research.

Part B

1. Interviews

There are three types of interviews which are used to gather data in qualitative research such as structured interviews, semi-structured interviews, and unstructured interviews.

I. Structured Interviews

Structured interviews are kind of verbally presented questionnaire. In structured interviews, a list of pre-determined questions is asked to the respondent. The questions are not altered during the interview and no follow-up questions are asked to get an explanation on a given answer. These interviews can be conducted fast because there is almost no chance for both interviewer and respondent to get deviated from the topic. The responses can be compared and analysed easily because of the uniformity of the questions asked.

II. Unstructured Interviews

On the other hand, unstructured interviews are conducted with a little or no preparation. Unstructured interviews are kind of regular conversation between two people. Unstructured interviews can begin with an opening question like “Can you tell me about your experience visit a retail store?” and then the interview will progress by asking questions on the basis of the response of the first question.

III. Semi-Structured Interviews:

Semi-structured interviews are a combination of both structured and unstructured interviews such as, a researcher will come up with a list of questions to be asked in the interview, but he can also ask follow-up questions to get deeper detail or explanation from the respondent on the basis of his response. This type of interviews is mostly used for research in the health care industry, where interviewer provide guidance to participants on what they should talk about. This helps the participant to provide accurate information.

- **Focus Group**

Focus Group has many features same as semi-structured interviews. A selected group of people carries out a group discussion on the topic of research. A researcher guides, monitors, and record the whole group discussion. This technique is mostly used when a collective view of people is required on a particular research topic. A researcher should compose a focus group with great care

- **Whom to interview**

- I. Elites, leaders, decision-makers, politicians, law-makers
- II. Public servants, state-affiliated experts
- III. Opinion leaders, NGO activists, participants to social movements, business associations, trade union members
- IV. Academics, intellectuals, journalists, columnists, analysts

Question 3-part A

Qualities of Good Interviewer are

1. Knowledge about the job.
2. Training and experience.
3. Listening attentively.
4. Emotional maturity.
5. Control of anger and aggression.
6. Empathetic attitude.
7. Ability to recognize uniqueness.
8. Stable personality.
9. Extrovert behaviour.
10. Physical stamina.

Here are the 10 important requirements/qualities/traits of a good successful interviewer are mentioned below:

1. Training and experience Interviewers should have adequate experience and necessary training to conduct an interview effectively and efficiently.
2. Listening attentively Good interviewers are attentive listeners. They listen more than they talk. The listening tendency helps the interviewer to make a better evaluation. Many interviews fail because the interviewer talks more than listening.
3. Emotional maturity the interviewer should be free from biases and undue emotions. He should have the ability to judge the situation based on logic and wisdom.
4. Control of anger and aggression Control of anger, arrogance, or aggression is a very important trait of successful interviewers. They should not be aggressive or intimidating. They should neither miss-guide the candidate nor should react to the applicant's comments. When the candidate strays from the track of inquiry, a good interviewer guides him back to the point
5. Empathetic attitude Empathy is the ability to understand or share the feelings or attitudes of others. The empathetic attitude of the interviewer helps to relieve the applicant's anxiety and nervousness. Good interviewers show empathy to the interviewee using a friendly and warm tone.
6. Ability to recognize the uniqueness Every interviewee is unique in his/her qualities, character, traits, and experience. The successful interviewer is one who can identify the best combination of individual talents and qualities for a particular job.

7. Stable personality is the way through which one can create an impression in the minds of others. Good interviewer possesses such a stable personality so that he/she can treat all the interviewees in the same general way. He should not show any inclination to any particular interviewee.
8. Extrovert behaviour Extrovert behaviour is another quality of a good interviewer. This quality helps the interviewer to be conversational, frank, and friendly.
9. Physical stamina the sound mind goes with good health. The interviewer should possess good physical and mental health so that he can work at stress with a huge number of interviewees.

• **Qualitative of Good Interviewee**

ARRIVE 15 MINUTES EARLY

To get your interview off on the right foot, make sure you arrive at least 15-20 minutes early. Monster suggests that you should prepare the night before by getting your interview outfit ready and going to bed early. Then the day of your interview, you'll be that much more ahead of the game.

BE AWARE OF HOW YOU ARE PRESENTING YOURSELF

Like being on a first date, first impressions mean everything the moment you walk through the door. Be sure to be polite and friendly to everyone you come in contact with, from the janitor to the receptionist and your potential co-workers to the interviewer. Many times, the hiring manager will ask the others what they thought of you in making their final decision.

BRING EXTRA COPIES OF YOUR RESUME

The hiring manager is probably a busy person and maybe just glanced at your resume before scheduling your interview, so be sure to have a few copies handy to refer back to for your discussion. Your resume and any portfolio samples can reaffirm how your skills can easily translate into the open position and drive home your authenticity. The copies of your resume and portfolio samples should be clean and wrinkle/rip-free.

DRESS APPROPRIATELY

How you dress for an interview depends on what kind of job you are going for, but the Joe Dirt jeans and a sleeveless T-shirt style is never okay. If you are applying for a job on Wall

Street, it's a sure bet you want to show up in a sharp, finely-pressed suit but if you are going for a position as a truck driver, then that might be overdoing it.

LEAVE YOUR CELL PHONE BEHIND

The one thing that can kill the momentum when you have a good conversation going with the interviewer is when someone's cell phone goes off. It's rude, disruptive, and shows where the person's priorities are. Even if you put your phone on vibrate, you may still hear that, and the interruption may throw everyone off-course. To avoid that awkwardness altogether, leave your cell phone in the car.

LISTEN!

I know this can be easier said than done because you're probably nervous and running all of the potential interview questions through your head, but the interviewer is going to be paying attention to your body language and feedback to determine if the job is suited for you.

PAY ATTENTION TO YOUR BODY LANGUAGE

Again, like any budding relationship the chemistry between you and the interviewer will determine how long it will last. A lot of that has to do with body language. If you are nervous, sweating and dishevelled, it will be hard for the interviewer to figure out how to read you and where the relationship is going. Attitudes are infectious, so if you come into the interview excited, confident, and happy, then that's bound to rub off on others and make them want to be around you.

FOLLOW UP

The interviewer just spent an hour or two of their precious time getting to know you, so it's polite to follow up with a simple 'thank you' afterward. Some suggest that you should follow up within the day of your interview with a heartfelt, personalized email or a handwritten note works well, too.

Part B

Key Differences Between Probability and Non-Probability Sampling

The significant differences between probability and non-probability sampling

1. The sampling technique, in which the subjects of the population get an equal opportunity to be selected as a representative sample, is known as probability sampling. A sampling method in which it is not known that which individual from the population will be chosen as a sample, is called nonprobability sampling.
2. The basis of probability sampling is randomization or chance, so it is also known as Random sampling. On the contrary, in non-probability sampling randomization technique is not applied for selecting a sample. Hence it is considered as Non-random sampling.
3. In probability sampling, the sampler chooses the representative to be part of the sample randomly, whereas, in non-probability sampling, the subject is chosen arbitrarily, to belong to the sample by the researcher.
4. The chances of selection in probability sampling, are fixed and known. As opposed to non-probability sampling, the selection probability is zero, i.e. it is neither specified nor known.
5. Probability sampling is used when the research is conclusive in nature. On the other hand, when the research is exploratory, nonprobability sampling should be used.
6. The results generated by probability sampling, are free from bias while the results of non-probability sampling are more or less biased.
7. As the subjects are selected randomly by the researcher in probability sampling, so the extent to which it represents the whole population is higher as compared to the nonprobability sampling. That is why extrapolation of results to the entire population is possible in the probability sampling but not in non-probability sampling.
8. Probability sampling test hypothesis but nonprobability sampling generates it.

Question 4-part A

Types of questionnaires

There are two main types of questionnaires and the one you'll use depends on what kind of information you want and purpose of that information.

Exploratory questionnaire (qualitative)

These are also known as unstructured questionnaires. They're used to collect qualitative data which is information that can be observed and recorded but isn't numerical in nature. It's used to approximate and characterize.

An example of qualitative data would be someone giving your feedback about your writing. They may mention things about the tone, clarity, word choice, etc. it helps you categorize your writing but you can't attach a number to the feedback.

Exploratory questionnaires are ideal when you're in the early stages and want to learn more about a topic before designing a solution or hypothesis. For example, if you're in the early stages of product development and don't know enough about the market then exploratory questionnaires are ideal.

Formal standardized questionnaire (quantitative)

They're also known as structured questionnaires. These ones are used to collect quantitative data which is information recorded as a count or numerical value.

The data is quantifiable which means it can be used for mathematical calculations or statistical analysis. In essence, it answers the question of how much, how many, or how often.

An example of quantitative data would be the answer to the following question, "how old are you?" which requires a numerical reply.

Standardized questionnaires are best used when you've already formed an initial hypothesis or built out a prototype for a product. You'll use it to stress test your assumptions, designs, use cases, etc. before going further with product development. Because of its clear focus, the questions you ask are narrow in scope and solicit specific information.

Just as important as the questionnaire type are the question types you choose.

Questionnaire question types

Not all question types are ideal in every situation. That's why it's important to understand the type of questionnaire you're creating first. With that information, it becomes easier to choose the right question types.

Open ended questions

As the name implies, these questions are open for the respondent to answer with more freedom. Instead of presenting a series of answer choices, the respondent writes as much or as little as they want. This is ideal for exploratory questionnaires which collect qualitative data.

Multiple choice questions

This question presents the respondent with a list of answer options and they can select one or more. The challenge with multiple-choice questions is providing incomplete answer options.

For example, you may ask what industry do you work in and list out 5 of the most common industries. There are more than 5 industries in the world so some people won't be represented in this situation. A simple solution to this problem is adding an "other" option.

Dichotomous questions

This is a question with only two possible answers. It tends to be a yes or no question but it can also be something like agree/disagree or true/false. Use this when all you need is basic validation without going too deeply into the motivations.

Scaled questions

Scaled questions are common in questionnaires and are often used to judge the degree of a feeling. This can be used in both exploratory and standardized questionnaires because there are many different types of scaled questions such as:

- Rating scale Likert scale Semantic differential scale

Pictorial questions

The final type of question used in questionnaires substitutes text for images. Respondents are asked a question and shown pictures to choose from. It usually has a higher response rate than other question types.

Part B

1. Brief and Limited Questionnaire:

The number of questions in a schedule should be brief and limited as possible. Only relevant questions to the problem under investigation should be added.

2. Simple and Clear:

The questions should be simple, clear and precise. Its language should be very simple so that informants may easily understand.

3. Unambiguous Questions”:

All unambiguous questions should be avoided at all, complicated and long-worded questions irritate the respondents which results in careless; replies.

4. No Personal Questions:

No personal question should be asked from, respondents. Such questions should be avoided.

5. Use of Proper Words:

Questions should be framed with right words. This ensures the validity.

6 Avoidance of Calculations:

Questions should not be based on calculations. Only those questions should be asked which the respondents may reply immediately. Moreover, questions should avoid memories.

7. Only Objective Questions:

The questions should be objective. It should be based on opinions of the individuals.

8. Sequence of the Questions:

The arrangement of the questions should be such so that no question may slip back. It must involve a logical flow of questions.

9. Pre-testing:

Before sending the questionnaire to the respondents, it must be properly tested.

10. Instructions:

Precise and simple instructions of filling the questionnaire should be added in the foot note.

11. Cross Examination:

The questionnaire should be set in such a way that there may be cross examination of the information supplied by the informants. In fact, it is a check on false or inaccurate answers.

12. Secret Information:

Every respondent should be ensured that information given by them shall be kept secret.

13. Attractive Questionnaire:

Proper care should be taken to make the questionnaire attractive. A well-set questionnaire will certainly impress the recipient.

and what questions to be adopted

1. Focus on asking closed-ended questions

Open-ended questions (also known as free-response questions) require more effort and time to answer than closed-ended questions. So when thinking about how to write a great survey, you should consider minimizing the use of open-ended questions.

2. Keep your survey questions neutral

Putting an opinion in your question prompt (or asking a “leading question”) can influence respondents to answer in a way that doesn’t reflect how they really feel.

3. Keep a balanced set of answer choices

Along the lines of our last point, respondents need a way to provide honest and thoughtful feedback. Otherwise, the credibility of their responses is at risk.

4. Don’t ask for two things at once

Confusing respondents is equally as bad as influencing their answers. In both cases, they’ll choose an answer that doesn’t reflect their true opinions and preferences.

5. Keep your questions different from each other

Imagine if someone asked you the same question over, and over, and over again. You’d probably get annoyed, keep on asking different questions from each other

6. Let most of your questions be optional to answer

Respondents may not know the answers to all of your questions. And there may be some questions they simply don't feel comfortable answering.

7. Do a test drive

As a survey creator, there's no worse feeling than finding mistakes in your survey once it's already sent.

Prevent the situation from happening to you by sharing your survey with colleagues, friends, and others, in advance. A pair of fresh eyes can be all it takes to spot mistakes in your survey.