

Qualitative research types

Student Name

Professor Name

Course Title

Date

Phenomenology

Phenomenology is a method of inquiry that illustrate an event or activity through using combination of methods, such as watching videos, visiting places and events, and conducting interviews to understand the meaning participants place on anything being examined.

Furthermore, phenomenology builds an adequate dataset to analyze rising subjects by conducting several interviews and then use other participants to substantiate its findings (Reiter, Stewart & Bruce, 2011).

Grounded theory

Grounded theory detects emerging patterns and generates theories from data. It provides an explanation or theory behind the events and use interviews and existing documents to create a theory based on the data. The developed theory will suggest the interview questions and places the data would be collected (Reiter, Stewart & Bruce, 2011).

Ethnographic research

Ethnography research entails observing target users or people in their own environment by using methods, such as face-to-face interviews and participant observation. It aims to collect insight on what people do, how people use things, and what they require in their daily lives (Ethnography, 2011).

Differences between Grounded theory and Ethnography

Firstly, ethnography focuses to understand the participant behavior with respect to a definite culture, thus focusing on a single aspect rather than the whole context. Conversely, grounded theory explicates the category of research basis and links it with perspective of participant behavior of that particular event. Secondly, in grounded theory the researcher does

not check literature before the fieldwork to prevent getting inclined from the literature. In contrast, ethnography researchers consult the literature before performing the study to get idea how the research will progress. Finally, grounded theory adopts theoretical sampling technique to aid in theory building. While, ethnography apply purpose sampling that give more emphasis on definite aspect of culture (Reiter, Stewart & Bruce, 2011).

Similarities between Grounded Theory and Ethnography

Firstly, both methods study the phenomenon in its natural environment and utilize a holistic technique to study the phenomenon. Secondly, both methodologies adopt several data collection approaches that aid in offering numerous interpretations and improve the accuracy and reliability of research study. Finally, in both methodologies the researcher presents the report from the viewpoint of participant who has experienced the phenomenon natural situation. Hence, stories of participants are adjoined to the report to enhance the research findings (Reiter, Stewart & Bruce, 2011).

References

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