

RICERCA QUALITATIVA: INTRODUZIONE

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DEGLI STUDI
DI TRIESTE

Dati qualitativi

- ✓ Sono raccolti in forma non numerica

- ✓ Esempi:
 - Trascrizioni di interviste
 - Appunti di ricerca sul campo
 - Video
 - Audio registrazioni
 - Immagini
 - Documenti (rapporti, appunti di riunioni, e-mail, post, ecc.)



Dati qualitativi



I dati qualitativi raccolgono quelle informazioni che tentano di descrivere un argomento più che misurarlo: si tratta di impressioni, opinioni e punti di vista.

Un'indagine qualitativa è meno strutturata e mira ad andare a fondo nell'argomento in questione per raccogliere informazioni relative alle motivazioni, al pensiero e agli atteggiamenti delle persone.

Tutto questo da una parte fornisce una comprensione profonda delle domande della ricerca, ma dall'altra rende più difficile analizzare i risultati.

<https://it.surveymonkey.com/mp/quantitative-vs-qualitative-research/>

Types of Qualitative Research Methods



One-on-one interview



Focus groups



Ethnographic research



Case study research



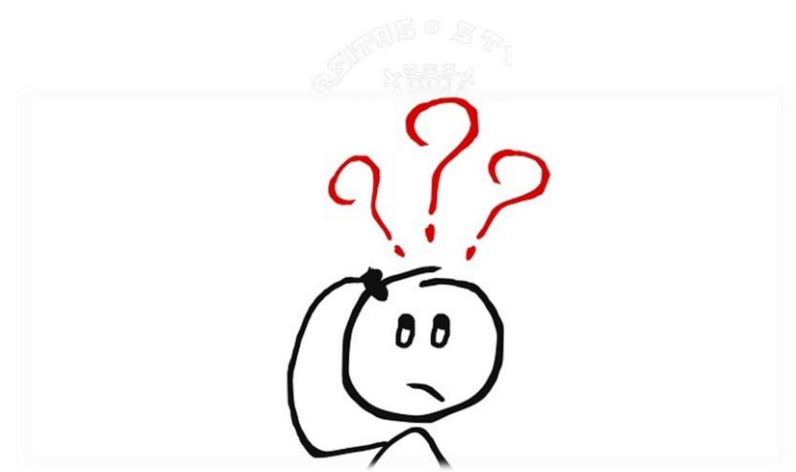
Record keeping



Qualitative observation

Analisi dei Dati Qualitativi

Qualitative Data Analysis



L'analisi dei dati qualitativi (QDA) è l'insieme di processi e procedure per lavorare sui dati qualitativi che sono stati raccolti, in forma di spiegazione, comprensione o interpretazione rispetto alle persone, alle situazioni e ai fenomeni che stiamo investigando.

La QDA è solitamente basata su una filosofia interpretativa.

L'idea è di esaminare il contenuto significativo e simbolico fornito dei dati qualitativi.



Per esempio...

Analizzando i dati delle interviste, il ricercatore può tentare di identificare uno o più elementi:

- ✓ l'interpretazione del fenomeno da parte del soggetto coinvolto (ad es. shopping online, alimenti biologici, ecc.)
- ✓ perché ha quel punto di vista,
- ✓ come è arrivato a quel punto di vista,
- ✓ come ha trasmesso la visione della situazione,
- ✓ Come identifica se stesso e gli altri rispetto a quello che viene detto
- ✓ ...

QDA process

- Writing
- Identification of themes.

When you move into your own home, you're alone. There is no bustle of people around the house. I miss having someone to chat to when I get home. I put the TV or some music so there's some background noise, the silence makes me feel so alone. Sometimes I will be sat watching trash TV and thinking I should be out doing something rather than watching this rubbish. I read a lot but sometimes I am too tired and just want to veg out. But it's been good to move out of mum and dads as it's not healthy to rely on them as they won't last forever. I become independent and made my own decisions. It's good they still there when I need them. It's good to have some distance as when I was at home I was arguing a lot with my dad and that was made me decide it was time to go.

feelings
Living alone
New relationship with parents
Independence
Old relationship with parents
Argument with Dad
Relation with father



Writing

- Writing involves writing about the data and what you find there.
- In many cases what you write may be analytic ideas.
- In other cases it may be some form of précis or summary of the data, though this usually contains some analytic ideas.



Coding into themes

- Looking for themes involves coding.
- This is the identification of passages of text (or other meaningful phenomena, such as parts of images) and applying labels to them that indicate they are examples of some thematic idea.
- At its simplest, this labelling or coding process enables researchers quickly to retrieve and collect together all the text and other data that they have associated with some thematic idea so that they can be examined together and different cases can be compared in that respect.





Interpreting

- It is easy, when starting QDA both to write and code in ways that are nothing more than descriptive summaries of what participants have said or done.
- Inevitably even description involves some level of interpretation.
- The trick is to move away from the kinds of descriptions and interpretations that people would use in the milieu, community or setting you are investigating to a categorization and analytic understanding that begins to explain why things are as you have found them.



Organising

- The data sets used in QDA tend to be very large.
- Though samples may be quite small compared with those used in quantitative approaches such as surveys, the kinds of meaningful data collected (field notes, video recordings and interviews, for example) tend to be very lengthy and require the kind of intensive examination, understanding and reading that only humans can do.
- In order to keep a clear mind and not become overwhelmed by the sheer amount of data and analytic writings, the analyst needs to be organised.
- Researchers tend to approach this organisation in one of two ways:
 - Manual methods
 - Computer based methods

Manual methods

Notes and interviews are transcribed and transcripts and images etc. are copied.



The researcher then uses folders, filing cabinets, wallets etc. to gather together materials that are examples of similar themes or analytic ideas.

This facilitates easy retrieval of such linked material, but necessitates two things:

- Making multiple copies of the original data as the same data may represent two or more themes or analytic ideas.
- A careful method of labeling the material in the folders or files so that it is possible to check back and examine the broader context in which that data occurred. The analyst needs to know where the snippets of data in the files came from so that they can be re-contextualised.





Computer based


- With the advent of the personal computer that proved excellent at manipulating text, it was clear that with the right software much of the manual organisation could be done efficiently with a PC.
- Thus many researchers have replaced physical files and cabinets with computer based directories and files along with the use of word processors to write and annotate texts.
- Many analysts now also use dedicated computer assisted qualitative data analysis (CAQDAS) packages that not only make the coding and retrieval of text easy to do, but can add other functions like searching that computers do quickly but which takes humans ages to do or in some cases, which humans have never done.
- At first the focus of CAQDAS was on text since that was easy to handle on PCs, but now that much audio and video is in digital form too, software has been developed to support the analysis of audio and video data.

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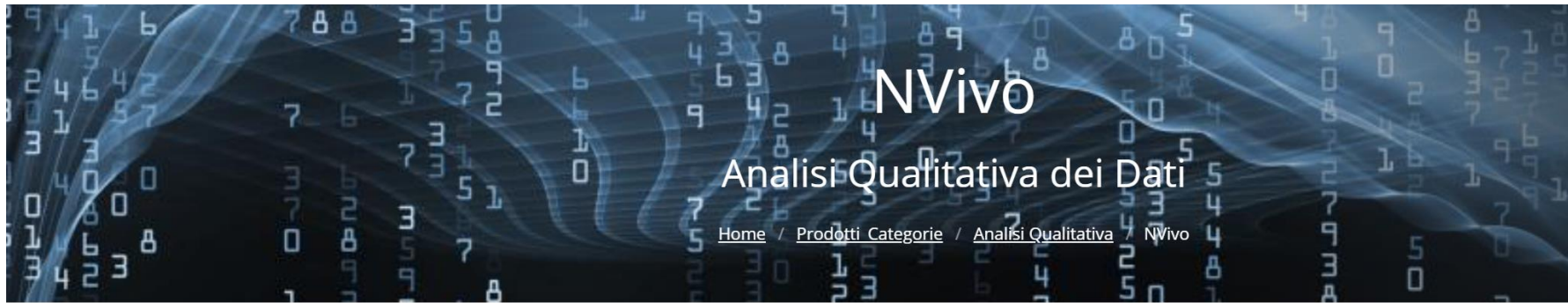
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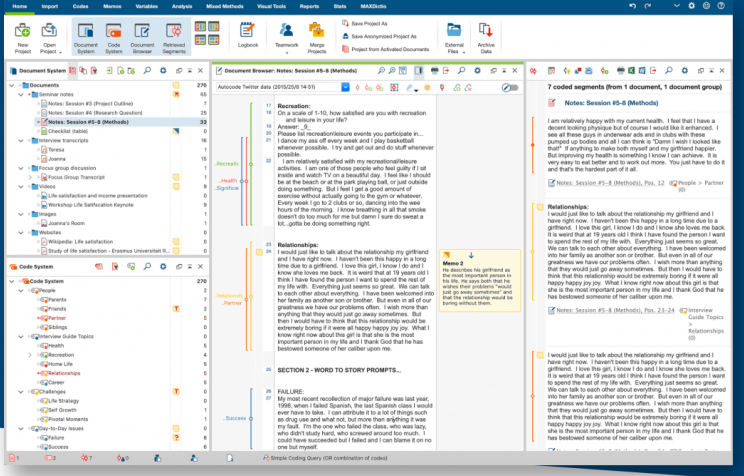
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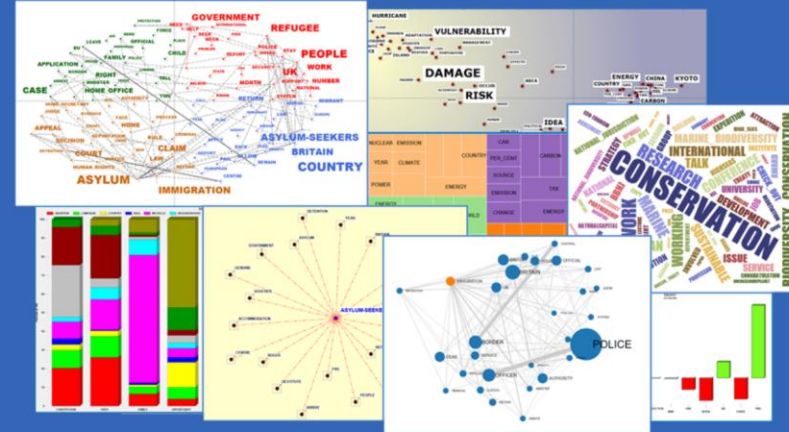
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