



## LA IMMACULADA CONCEPCION SCHOOL

SENIOR HIGH SCHOOL

GRADE 11 – APPLIED: PRACTICAL RESEARCH 1

APRIL 20-24, 2020

### TOPIC: **Determining the Research Design**

- **Importance of Research Design**
- **Qualitative Data**
- **Qualitative Research Design**

### **Review**

In Chapter 1 of your research paper, you present the background of the study and provide the rationale for the research. In Chapter 2, you learn about the existing knowledge and key findings about the phenomenon under study. In Chapter 3, you strategize and plan how to go about the study.

### **Description and Elements of the Research Design**

In coming up with the research design, researchers often need to think about and weigh options on the following (Silverman, 2013, 354):

- Kinds of information and evidence needed to address the research questions
- Process of obtaining information
- Explanation for choosing a particular data collection method over others
- Method for analyzing acquired information
- Advantages and limitations of using the chosen data analysis procedure

Qualitative researches vary in how they present research design. However, this chapter usually contains the following sections:

- Research design
- Sampling method
- Instrument
- Data gathering procedure
- Data processing and analysis

Research design will serve as your plan of action for your investigation. In addition, you also need to go back to this chapter after conducting the research. You will only learn how to best proceed in your investigation when you have actually conducted fieldwork and gathered some initial data.

### **Qualitative Data**

Depth and detail are some of the things you can look for in collecting qualitative data. These can be proved through “direct quotations and careful descriptions.”

Here is an example of qualitative data from Clamor (2012, 118). The research participants shared her experiences in a nursing home in the U.S.:

*Oh! When we were in the nursing home, we always get into fights ... They think Filipino live on tress. We're monkeys. I said, excuse me! My house is a lot better than your house, I told him.*

*It's just so funny 'coz they're supposed to provide us with some linens. So one of the girls that came later after me, they gave her linen. And she was so insulted, so upset because she looked at the linen that was given to her. It seemed like it's been used! She really blew her top off with the administrator and said, "Look! Look! I may not be you color, but don't give me used things."*

You may have observed the fullness of the data. Even through text, you can sense the emotion of the research participant. It allows the reader to easily understand where the research participant is coming from. In your research paper, it is advisable that you showcase these data. Even though you can probably explain the experiences and perspectives in your own words.

We need to be clear about what qualitative data is because our next step is determining the type of information you need for your research. Qualitative data can be varied and wide-ranging. You will most likely encounter a lot in conducting your data collection. That's why it is important for you to decide which kinds of data you will prioritize. This process usually entails going back to your research questions and reflecting what possible information you would need to address them.

The research questions shown below investigate effective campaign strategies employed in Sangguniang Kabataan. Based on the research questions, one can determine the types of information needed to address them.

Research Questions	Kinds of Information Needed to Address the Questions
1. What campaign strategies were employed by current Sangguniang Kabataan members in Barangay Uno, Tayabas, Quezon?	- Campaign experiences of current Sangguniang Kabataan members in Barangay Uno, Tayabas, Quezon (campaign strategies utilized, how these were carried out, decision behind the strategy, resources mobilized to carry these out, and people involved)
2. What campaign strategies proved to be effective	- Campaign strategies which current members of Sangguniang Kabataan felt/thought most effective - Effect or consequences of these effective campaign strategies - What did the strategy entail in terms of resources and manpower?
3. What campaign strategies were not effective?	- Campaign strategies of current members of Sangguniang Kabataan that did not work - What did the strategy entail in terms of resources and manpower? - Effect or consequences of these effective campaign strategies? - Learning/lessons learned from these utilizing these unsuccessful campaign strategies

In Chapter 2, we learned that the qualitative Research methodology has two approaches: the naturalist and the constructionist approach: the naturalist approach and the constructionist approach. Let's briefly review some significant differences between these two approaches by studying the table below (Silverman, 2013, 106; Babbie, 2005).

Naturalist Approach	Constructionist Approach
- Focuses on the actual description of the phenomenon under study - Showcase rich, detailed, and accurate descriptions of the topic under study and not explanations - Tell stories as they are from the research participants' perspective	- Focuses on how social phenomenon is socially constructed - Provides rich, detailed descriptions of the phenomenon, as well as possible ways these have been constructed, maintained, and sustained - Considers accounts as social interactions between the research participants and the researcher

### Qualitative Research Design

The table below summarizes the general research design of various qualitative approaches. Included are descriptions of their purpose, methods, analysis, and outcomes (University of Missouri- St. Louise, n.d.; Sauro, 2015, para.17).

	Purpose	Method	Analysis	Outcome
Ethnography (as an example of a naturalist approach)	- To describe a culture, its characteristics and features	- Fieldworks and immersion in the culture - Key informant interviews and observations	- Detailed and rich description of the culture	- Description of a culture
Grounded Theory	- To develop theories from analysis of patterns, themes, and categories	- Interviews and observations - Data collections and analysis are done in parallel - Data are analyzed as they come. Pattern and themes are validated or disproved by further data collection.	- Concept formation - Concept development by looking into literature and sampling of subjects - Concept modification and integration	- Theory backed by evidences from data
Narrative analysis	- To describe experiences	- Interviews and observations - Research participants are encouraged to share stories.	- Analysis of content - Looking into the form and function of stories	- Narrative accounts from individuals
Discourse analysis	- To describe discourse present in a phenomenon	- Interviews and observations	- Analysis of content and meaning behind the conversation	- Discourse that reflect belief, principles, and perspectives

To choose the appropriate research design for your study, look at the kinds of information that you need to address your research questions. Consider the purpose and expected outcomes of each research design when making this decision. From here, determine which of the research designs would you bring out the most useful and rich data about the phenomenon under study.

For example, utilizing the same research example shown above on effective campaign strategies of Sangguniang Kabataan members, one may decide to use narrative analysis as a research design.

Research Questions	Kinds of Information Needed to Address the Questions	Possible Research Design
1. What campaign strategies were employed by current Sangguniang Kabataan members in Barangay Uno, Tayabas, Quezon?	- Campaign experiences of current Sangguniang Kabataan members in Barangay Uno, Tayabas, Quezon (campaign strategies utilized, how these were carried out, decision behind the strategy, resources mobilized to carry these out, and people involved)	Narrative analysis is used if one wishes to describe experiences. Its outcomes are narrative accounts from individuals. Utilizing this research design will yield the most relevant information needed to address

<p>2. What campaign strategies proved to be effective?</p>	<ul style="list-style-type: none"> <li>- Campaign strategies which current members of Sangguniang Kabataan felt/thought most effective</li> <li>- Effect or consequences of these effective campaign strategies</li> <li>- What did the strategy entail in terms of resources and manpower?</li> </ul>	<p>the research question. The researcher may request research participants, current members of Sangguniang Kabataan in Barangay Uno, Tayabas , Quezon to share their campaign experiences – how they decided to run for Sangguniang Kabataan, how did they campaign, what campaign strategies did they use, how did they find their campaign experiences, what was difficult, what lessons have they learned, etc.</p>
<p>3. What campaign strategies were not effective?</p>	<ul style="list-style-type: none"> <li>- Campaign strategies of current members of Sangguniang Kabataan that did not work</li> <li>- What did the strategy entail in terms of resources and manpower?</li> <li>- Effect or consequences of these effective campaign strategies?</li> <li>- Learning/lessons learned from these utilizing these unsuccessful campaign strategies</li> </ul>	

Note: If you used qualitative method for your study, what is the appropriate research design will you use?

Reference: Torneo, H.S. & Torneo, A.R. (2017). *An Introduction to Qualitative Research: Practical Research 1*. 927 Quezon Ave., Quezon City: Sibs Publishing House, Inc.



**WEEK 6 TASKS**  
**Individual Task**

**Day 1 Task**

A. Directions: Below are different types of data. Which ones do you think are qualitative data? Write your answers on a yellow paper.

1. People's feeling on drug-related police encounters that have ended in the suspects' deaths
2. Percentage of people who agree to Pres. Ferdinand Marco's burial at the Libingan ng mga Bayani
3. Parental influence in leadership development
4. Superstitious belief on marriage in Ilocos
5. Ranking of Elementary school according to academic performance

B. Below are some statements about the different qualitative approaches. Copy and match these with their intended outcomes. See the first example.

- |                       |                          |
|-----------------------|--------------------------|
| 1. Narrative analysis | Theory supported by data |
| 2. Grounded theory    | Discourse                |
| 3. Ethnography        | Narrative accounts       |
| 4. Discourse analysis | Description of a culture |

**Day 2**

**Individual Task**

A. Directions: Look at your research questions (Statement of the Problem). What kind of information will you need to address them? Write this task on yellow paper.

Research Questions	Kinds of Information Needed to Address the Questions