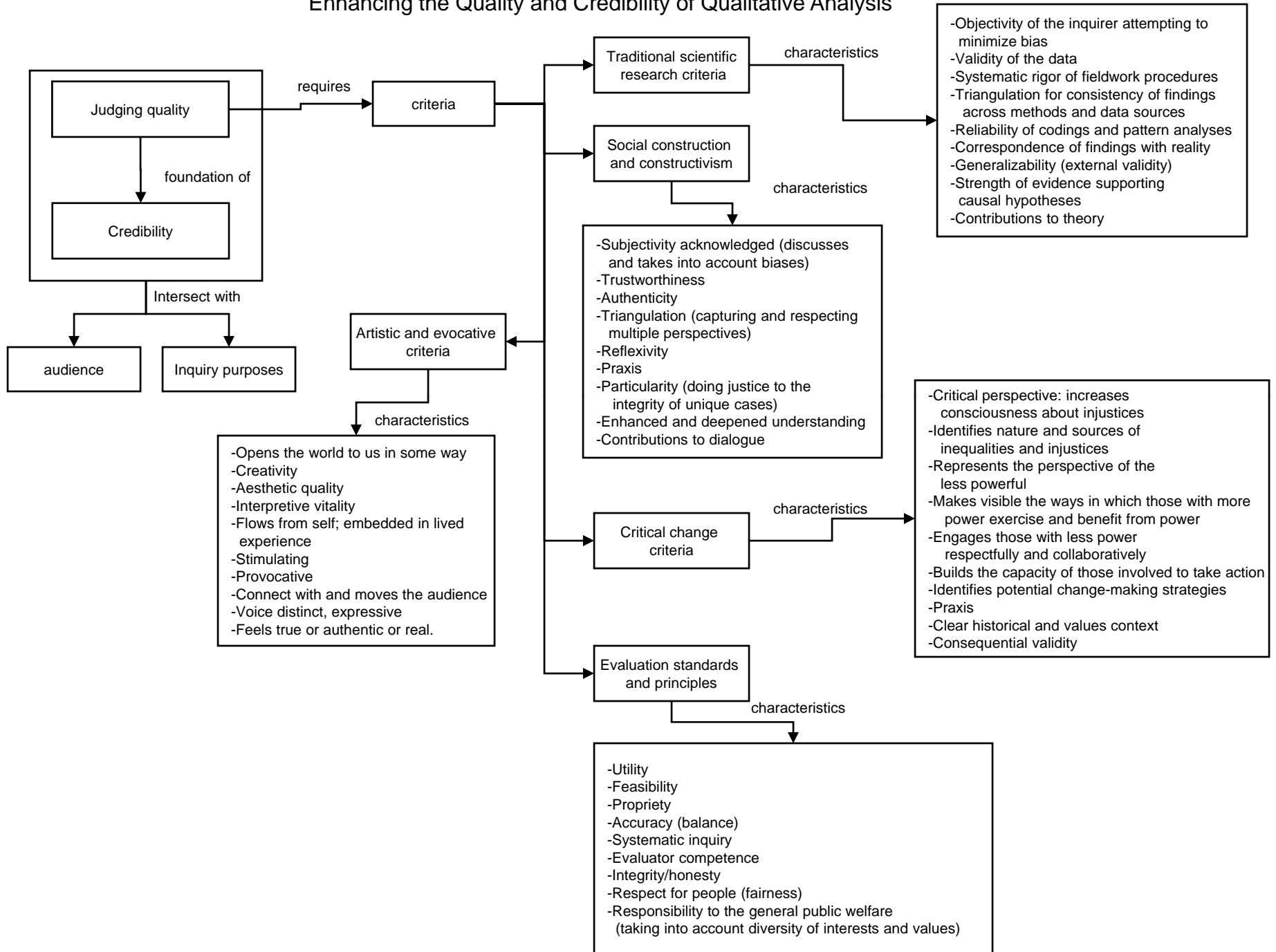
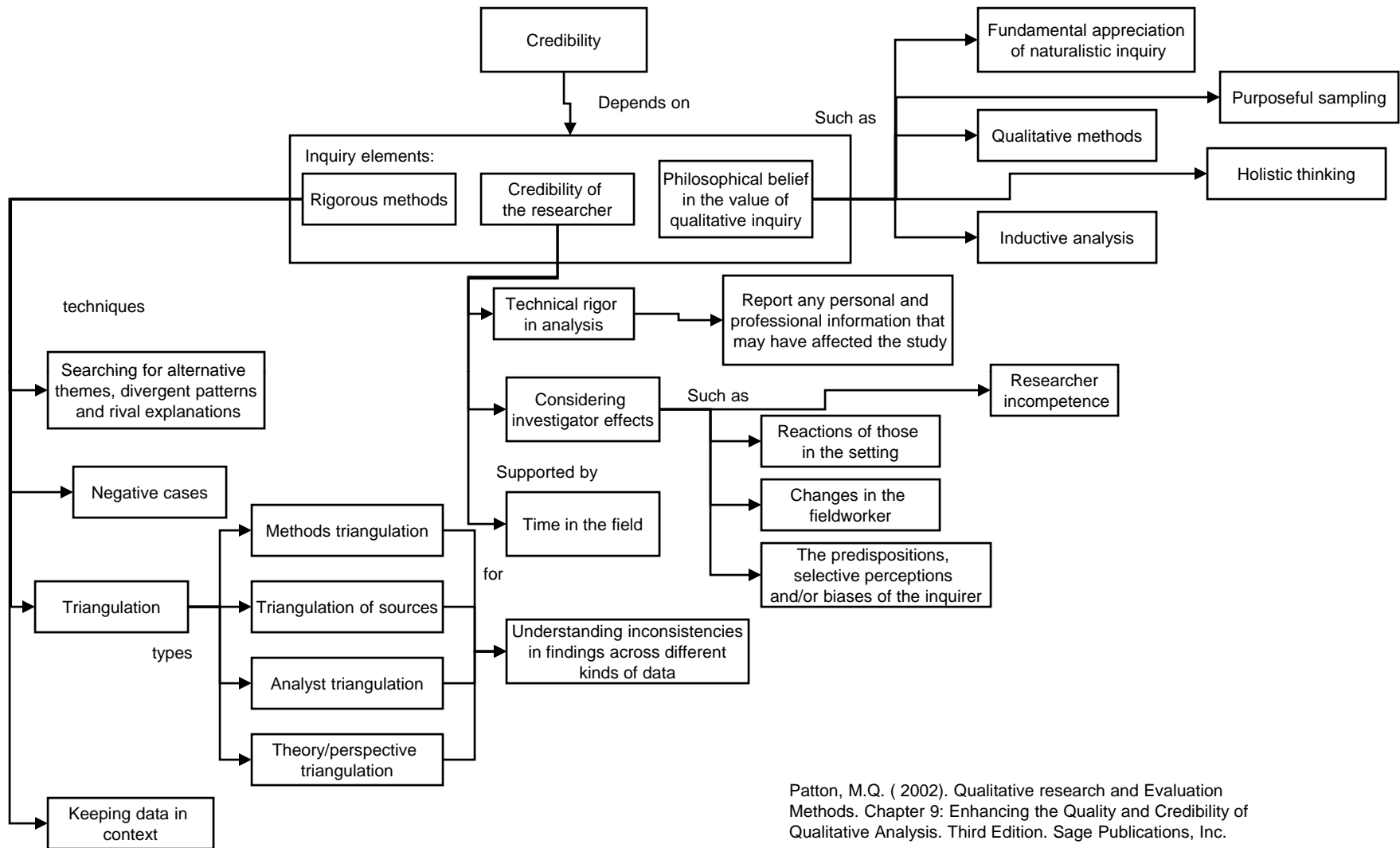


# Enhancing the Quality and Credibility of Qualitative Analysis



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Patton, M.Q. (2002). *Qualitative research and Evaluation Methods*. Chapter 9: Enhancing the Quality and Credibility of Qualitative Analysis. Third Edition. Sage Publications, Inc.

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## What does Patton have to say about these topics?

### 1. Triangulation –what is and why would you employ it?

Triangulation refers to multiple ways of data collection such as interviewing, observation, and document analysis to increase credibility. It is in data analysis that the strategy of triangulation has more benefits. Four kinds of triangulation can contribute to verification and validation of qualitative analysis;

Methods triangulation in which the researcher verifies the consistency of finding generated by multiple data collection methods

Triangulation of sources in which the researcher checks out the consistency of different data sources within the same method

Analyst triangulation that occurs when multiple analysts review the findings and

Theory/perspective triangulation, in which multiple perspectives or theories are used to interpret the data.

### 2. How a novice qualitative researcher can hope to be judged as credible?

There are several ways in which a novice qualitative researcher can be judged as credible. Some strategies are searching for rival explanations, explaining negative cases, triangulation, keeping data in context, and technical rigor in analysis.

Assessing rival conclusions includes a systematic search for alternative themes, divergent patterns and rival explanations by looking into other ways. Explaining negative cases refers to once patterns and trends have been identified, our understanding of those is increased by considering the instances and cases that do not fit within the pattern. Triangulation refers to multiple ways to verify the data collection and analysis. Other aspects the researcher may report include any personal data and professional information that may have affected data collection, analysis, and interpretation. One more factor to consider and report concerns how the presence of an observer or evaluator may have affected what was observed. This factor can be diminished by spending more time in the field.

### 3. The impact of the research question

The impact of the research question should be reflected by the appropriate method that will fulfill the purposes, questions and issues; and not to universally advocate a single methodological approach for all inquiry situations.

### 4. The concept of generalizability

Patton cites Shadish (1995) who argued that the core principles of generalization apply to experimental and qualitative methods in general, sharing that both of them are highly localized. Finding from a study experimental or naturalistic in design can be generalized according to five principles: a) The principle of proximal similarity, which refers when we generalize to applications where treatments, settings, populations, outcomes, and times are most similar to those in the original search, b) The principle of Heterogeneity of irrelevances where generalization is done when a research finding continues to hold over variations in persons, settings, treatments, outcome measures, and times that are presumed to be conceptually irrelevant, c) the principle of discriminant validity, where we generalize when we can show that it is the target construct, and not something else, that is necessary to produce a research finding, d) the principle of empirical interpolation and extrapolation applied when we generalize when we can specify the range of persons, settings, treatments, outcomes, and times over which the finding holds more strongly, less strongly, or not at all and e) the principle of explanation applied when we can specify completely and exactly which parts of one variable are related to which parts of another variable through which mediating process with which salient interactions for then can transfer only those essential components to the new application to which we wish to generalize.