

QUALITATIVE RESEARCH

Five Basic Designs



NARRATIVE

- Tells the story of an individual's experiences
- Focus on a time and place

PHENOMENOLOGY

- Focus on an event (phenomenon)
- Describes the common experience of many individuals who experience the event

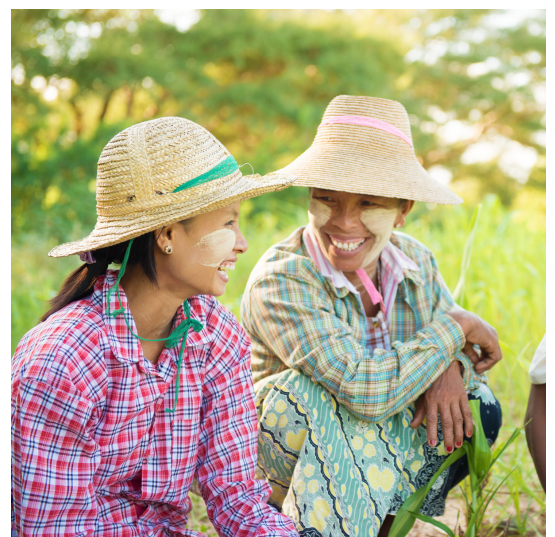


GROUNDING THEORY

- Moves beyond observation to generate a theory
- Serve as a springboard for future analysis

ETHNOGRAPHY

- Focus on the experiences of a culture sharing group
- A complex and complete description of the group's culture



CASE STUDY

- Uses examples to illustrate an issue
- Includes within-case and cross-case analysis