
EXPLORING QUALITATIVE RESEARCH APPROACHES IN LIBRARY AND INFORMATION SCIENCE IN INDIA

Mansirat Kaur

*Librarian, Dhanaji Nana Mahavidyalaya, Faizpur, Dist.- Jalgaon

Abstract

This paper discusses the right use of qualitative analysis methodology to debate many aspects of the analysis for the development of the talent of the readers. During the previous few decades, use of qualitative research increased in many institutions. It may be accustomed explore many areas of human behavior for the development of organizations. The purpose of this study is to produce inspirations to the new researchers for the development of their qualitative articles. In this paper a focus is on to review the background of the qualitative research methodology in social sciences, together with the advantages, and disadvantages of the study.

Keywords: Research methodology, qualitative research, phenomenology, ethnography, narrative approach, grounded theory, content analysis, action research, historical research, case study.

Introduction

Every research should involve a definite, disciplined, systematic approach to find out most acceptable results. Qualitative research is inductive in nature, and therefore the investigator usually explores meanings and insights during a given scenario. It refers to a spread of knowledge assortment and analysis techniques that use purposive sampling and semi-structured, open-ended interviews. It's delineate as an efficient model that happens during a natural setting and allows the investigator to develop a level of detail from high involvement within the actual experiences. It

consists of a group of informative material practices that creates the world visible. Its multi-method focused, involving an informative, realistic approach to its subject material. It is the observations and interpretations of people's perception of various events, and it takes the overview of the people's perception during natural setting.

Qualitative analysis includes of the subsequent methods such as: logic, ethnography, discourse analysis, case study, open-ended interview, participant observation, counseling, therapy, grounded theory, biography, comparative methodology, introspection, casuistry, focus group, literary criticism, meditation practice, historical research, etc. The methodology of this paper is focus on aspects of qualitative analysis in social sciences and a few connected subjects in some details. The information were collected to realize the result for the aim and scope of this study. During this study secondary information are accustomed enrich the article. For the gathering of secondary information we've got used each revealed and unpublished information sources.

The objectives of the paper are:

1. To understand meaning of qualitative research.
2. To study the different types of qualitative research.
3. To study the advantages and disadvantages of qualitative research.

Types of Qualitative Research

Qualitative research methods generally embrace interviews and observations, however may additionally embrace case studies, surveys, historical and document analyses. The following are the types of qualitative research: narrative, phenomenology, grounded theory, action research, case study, ethnography, historical research, and content analysis.

Narrative Research

It is a technique that has the analysis of the characteristics of the narrative text, and recently of the means of inter-human relations in social, historical, and cultural contexts. It focuses on people's narratives either regarding themselves or a group of events. Rather than trying to find themes that emerge from account, it concentrates on the ordered unfolding of someone's story so there's an emphasis on characters. It is time consuming, and typically includes a small number of cases.

Phenomenological Research

The Phenomenological Research means of the phenomenon is conceptualized within the interior of the individual's awareness. Phenomenology is technique to explore people's way of life expertise. It's used once the study is concerning the life experiences of a concept or phenomenon experienced by one or more individuals.

Grounded Theory

Grounded theory is developed in 1967 by sociologists, Barney Glaser and Anselm Strauss, in their book 'The Discovery of the Grounded Theory' from real life observations. This theory uses inductive and deductive approach to the theory development. Fundamental principles of this theory are: i) The task of research is to find new ways of understanding or investigation the social processes and interactions, and ii) The aim of the analysis is to discover theory based on supported fundamental patterns in life.

Action Research

Action analysis is emergent inquiry method that integrates theory and action to couple scientific information with existing organizational knowledge and to handle real organizational issues alongside the individuals of the system beneath inquiry.

It's a sort of qualitative analysis that seeks action to improve the practice and study the consequences of the action that was taken.

Case Study

According to A. Sturman, "A case study could be a general term for the exploration of a individual, group or phenomenon". A case study is typically study of single case or small number of cases. Case studies are considered as quantitative or qualitative research depending on the purpose of the study, and the design are chosen by the researcher. Case studies are not used to test hypotheses, but hypotheses may be generated from case studies. A case study is time consuming and may be quite costly.

Ethnographical Research

Ethnographic observation is the most intensive and in-depth observational qualitative approach. The word ethnography comes from Greek ethnos which means 'folk, people, and nation', and grapho means 'I write'. Therefore, ethnography has a setting in anthropology, which means 'portrait of a people'. It represents an approach in which the researcher engages in prolonged observations from the group's everyday life.

Historical Research

Historical research is one of the methods to describe how and where the study started, how it is developed during time, and where it stands at present. It is referred to as historiography, that is, investigation of elements from history.

Content Analysis

Content analysis is a method of analyzing written, verbal or visual communication messages. The collection of data in content analysis is a two-step process: i) the researcher must analyze the materials, and put them in a frequency table as each

characteristics or qualities, and ii) the researcher must conduct a statistical analysis so that the results are reported in a quantitative format.

Advantages of Qualitative Research

Qualitative research reflects the detailed description of participants' feelings, opinions, and experiences; and interprets the meanings of their actions. The advantages of qualitative research make it possible to gather and analyze individualistic data on deeper levels. The advantages of performing qualitative research are as follows:

- It is flexible to follow unexpected ideas during research and explore processes effectively.
- It raises the sensitivity to contextual factors.
- A researcher has a clear vision on what to expect.
- Issues and subjects covered can be evaluated in depth and in detail.
- Smaller sample sizes are used, which save costs.
- It enhances the ability to study symbolic dimensions and social meaning.
- Interviews are not limited to particular questions, and can be redirected by researchers in real time.
- Data are based on human experiences and observations. As a result they are more compelling and powerful.
- Data complexities can be incorporated into generated conclusions.
- It provides more contents for the creation of new ideas.
- The direction and framework of research can be revised quickly as soon as fresh information and findings emerge.

- It increases opportunities to develop empirically supported new ideas and theories, for in-depth and longitudinal explorations of leadership phenomena, and for more relevance and interest for practitioners.

Disadvantages of Qualitative Research

Qualitative research displays its own strengths however; it has also disadvantages.

Some disadvantages are as follows:

- It is not statistically representative.
- Data rigidity is more difficult to assess, demonstrate, and maintain.
- Data are usually gathered from few individuals or cases. Therefore, findings and outcomes cannot be spread to larger populations.
- The created data are not always accepted.
- The quantity of data makes interpretation and analysis time-consuming.
- Researcher influence can have a negative effect on the collected data.
- Unseen data can disappear during the research process.
- Replicating results can be very difficult with research.
- It is heavily dependent on the skills of the researcher, and can be easily influenced by personal idiosyncrasies and biases of researchers.
- It is sometimes not accepted and understood especially within scientific communities.
- The presence of researcher in the process of data gathering is unavoidable, and can therefore affect or influence the responses of subjects.
- Findings can be difficult to present in visual ways.

Conclusion

In this paper we have highlighted the qualitative research method approaches. This method allows the researcher to explore and better understand the complexity of a phenomenon. Qualitative research is more complex than the quantitative research, as it deals with human mind and actions. We also discussed the types of qualitative research, such as, phenomenology, ethnography, narrative approach, grounded theory, content analysis, action research, historical research, case study in detail. We have also enlightened the advantages and disadvantages of qualitative research. This paper gives idea to the researchers to write qualitative research articles that are new in this field.

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