

16 **Qualitative Research:
Phenomenology, Ethnography,
and Grounded Theory**

**5 Major Approaches
to Qualitative
Research**

See Table 15.2

Phenomenology

To describe one or
more individual's
experience of a
phenomenon

Data Collection,
Analysis, and
Report Writing

In-Depth Interviewing is
most commonly used to
collect data

In analysis, search for
significant statements, then
themes

Final Report

Description of
Participants

Methods Used

Rich description of the
fundamental structure
of the experience

Discussion of the
findings

Ethnography

To describe the
cultural characteristics
of a group of people
and to describe cultural
scenes

Macro vs Macro
Culture

Emic and Etic
Perspectives

Ethnology

Special Types

Ethnology

Ethnohistory

Data Collection, Analysis,
and Report Writing

Relies on extended
fieldwork

**Grounded
Theory**

To inductively generate
a grounded theory
describing and
explaining a
phenomenon

Four Important
Characteristics

Fit

Generality

Understanding

Control

Data Collection, Analysis,
and Report Writing

Data Collection and
Analysis are concurrent
and continual

Uses Constant
Comparative Method