Common outputs of qualitative research:

1. hypotheses
2. answers to questions
3. narratives, use case scenarios
4. models
   - CI models (flow/sequence)
   - personas

qualitative hypothesis-generating research
Qualitative Hypothesis-Generating Research

1. Identify research issue
   ex: study subjective experience of X
catalog a diversity of practices for Y

2. Choose initial set of participants who have experienced/continue to experience the phenomenon you want to study
③ Choose method / Collect Data
- field observation
- narrative interview
- other interview
- diary / log study
- contextual inquiry
- survey
- focus groups

④ Process Data.
How to process qualitative data?

- Data usually in the form of text, video, or other media

1. Break data into pieces.
   Each piece is one independent thought/step/episode/intent/idea

Label each piece
   User #, Session #, Piece #

2. Assign each piece a “code”
   (CATEGORY)
1. Open coding — induce category names as you go.

2. Fixed coding — start with a fixed set of category names (deductive)

3. Stare at data and then come up with a fixed coding scheme — bleah ;(
Easiest Way to Code Data
(but it has problems)

1. start with an uncategorized piece
   assign it a category
2. find all other pieces in the
   same category

3. Repeat 1-2 until all data in a
   category.

4. Organize categories into themes.

5. Organize themes into
   theoretical constructs
   (together form a theory)
Continue research by deliberately choosing samples with a good chance of confirming, deepening, or disconfirming your theory → THEORETICAL SAMPLING

Code new data using existing categories as a starting point (can add/modify categories as needed) — a little deductive