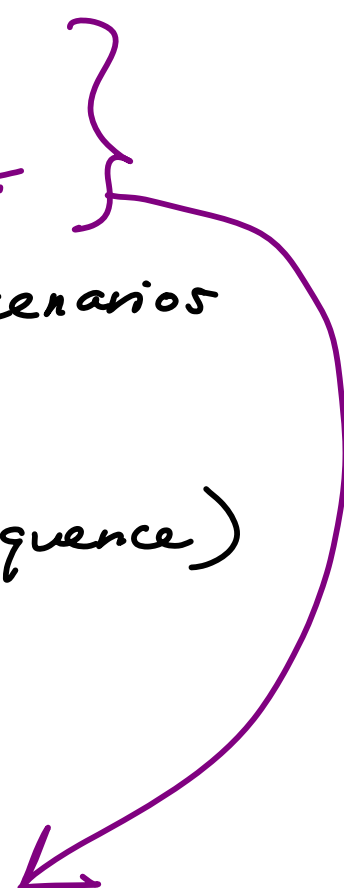


Common

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

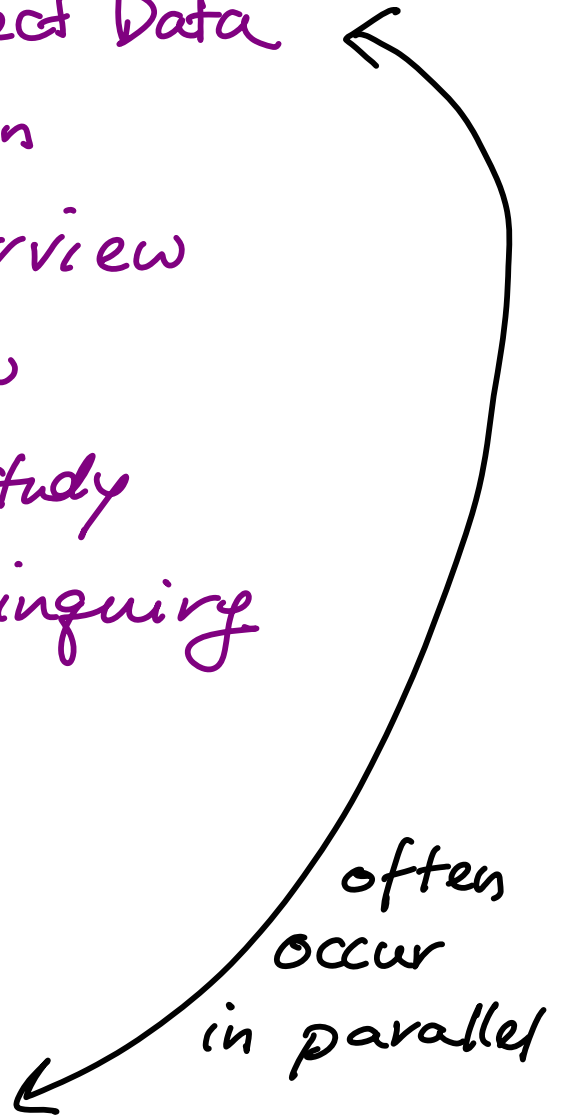
ex: study subjective experience of X
catalog a diversity of practices
for Y

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)

⑥ Continue research

by deliberately choosing samples with a good chance of confirming, deepening, or disconfirming your theory

→ THEORETICAL SAMPLING

⑦ Code new data using existing categories as a starting point (can add/modify categories as needed) — a little deductive