I want you to know that someone cares.
Not me, but someone.

“As Clear as a Mud”
Quality in Qualitative Research

Rudolf Cymorr Kirby P. Martinez, PhD, RN, FRIN
Outline of Discussion

Qualitative Research Paradigm

Issues of Quality:
Trustworthiness & Rigor

Ways to Ensure Quality
Outline of Discussion

Qualitative Research Paradigm

Issues of Quality:
Trustworthiness & Rigor

Ways to Ensure Quality
Qualitative Research Paradigm
Qualitative Research Paradigm

What is Qualitative Research

Hi, I'm a graduate student, and I'm learning about a new type of research that focuses on the "lived experience" of different life events. I just have a few questions..
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<tr>
<th>ASPECT</th>
<th>QUALITATIVE</th>
<th>QUANTITATIVE</th>
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<tr>
<td>Focus</td>
<td>Social Interaction</td>
<td>Hypothesis Testing</td>
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<td>Identifying Patterns</td>
<td>Identifying Statistical Relationship</td>
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<td>Obj/Subj</td>
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<td>Objectivity is Critical</td>
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<td>Researcher</td>
<td>Immersed</td>
<td>Detached</td>
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<td>Method</td>
<td>Exploratory (Inductive) (Bottom-Up)</td>
<td>Confirmatory (Deductive) (Top-Down)</td>
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<td>Final Report</td>
<td>Narrative</td>
<td>Statistical</td>
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Qualitative Research Paradigm

Qualitative

- Internal (Attached)
- Dynamic & Multimodal
- Comprehensible
- Understanding

Quantitative

- External (Detached)
- Static & Singular
- Measurable by Senses
- Generalization
Qualitative Research Paradigm

Quantitative Research

Qualitative Research
Qualitative Research Paradigm

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What makes us Human?

Qualitative Research Paradigm
Qualitative Research Paradigm

Conscious of Consciousness
Qualitative Research

The Study of a Phenomenon
Qualitative Research Paradigm

Experience  Experiencer

Phenomenon

Qualitative Research
We Define Things based on our Experience

PEOPLE SAY YOU CANNOT LIVE WITHOUT LOVE, WELL, I SAY OXYGEN IS MORE IMPORTANT.
Qualitative Research

is based on the assumption of

Reality
Qualitative Research

bridges the gap between what is familiar in our worlds and what is unfamiliar

Gadamer
What do we want to understand in Qualitative Research?

- Social Processes & structures
- Cultures
- Decision making process
- Contexts of Realities

- The experiences of people
- The meanings & Insights of their experiences
- Your journey in understanding what you understood
Qualitative Research is a Lens to Reality
Qualitative Research Makes Understanding Culturally Sensitive

BOY ABUNDA: Aling Dionisia, what is the difference between Photocopy and Fax?

ALING DIONISIA: Ang Puto-Kape ay por brekpast yan...Ang fucks ayy! Hahaha...Hihih...Kwan yan!...Bastos ka talagang Bayot ka!...Basta apter dener yan!
So what about Rigor and Trustworthiness?
Outline of Discussion

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Issues of Quality: Trustworthiness & Rigor

Trustworthiness

Measure the worth of the research (Guba and Lincoln, 1991)

Relevance

Product

Rigor

Process

Focus on the Process rather than Product (For this session)
Measuring Trustworthiness*

**Epistemologic (Content)**
- **Positivist**
  - Validity (Internal; External); Reliability
- **Realist**
  - Dependability; credibility; conformability; transferability; authenticity**
- **Interpretivist**
  - No single uniform predetermined criteria; on its own terms***

**Aesthetic (Form)**
- Content
- Form

---

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;
Measuring Trustworthiness*

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***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;***
Measuring Trustworthiness*

- Consistency of data collected
- Degree to which it measure what it meant to measure
- Extrapolate stat. finding to a wider populace

- Reliability
- Internal Validity
- External Validity

Postivist

- Validity (Internal; External); Reliability

---

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006:
Measuring Trustworthiness*

Consistency of data collected

Reliability

Qualitative does not gain consistent result

Explorative nature

Narrative are context sensitive

Qualitative Philosophies

Postivist

• Validity (Internal; External); Reliability

Content

Form

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;
Measuring Trustworthiness*

- Degree to which it measure what it meant to measure

- Post it that there is only 1 objective reality

- Quali asserts that there are multiple subjective realities

- Positivist
  - Validity (Internal; External); Reliability

- Quali Philosophies

- Internal Validity

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;
Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

- Extrapolate stat. finding to a wider populace
- External Validity
- No statistics; no generalizability
- Can it be transferred
- May have meaning/relevance to other individual & context

Quali Philosophies

- Postivist
  - Validity (Internal; External); Reliability

Positivist

Content

Form

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;
Measuring Trustworthiness*

- Dependable
- Credible
- Confirmable
- Transferable

Reliability
Internal Validity
Objectivity
Generalizability
External Validity

Postivist
- Validity (Internal; External); Reliability

Constructivist
Modification

Positivist

Content
Form

**Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;
Measuring Trustworthiness

- Dependable
- Credible
- Confirmable
- Transferable
- Authentic**

Reliability
- Consistency*
- Truth Value*

Internal Validity
- Neutrality*
- Applicability*

Objectivity
- Accuracy***
- Reality***

Generalizability

Construct
- Validity (Internal; External);
- Reliability

Criteria

Positivist

* Billups, 2014; ** Guba & Lincoln, 1994; * Krefting, 1991
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***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;
Measuring Trustworthiness*

- Dependable: Stability or consistency of the result over time
- Credible: Confidence in the truth of the findings
- Confirmable: Quality of the result as supported by informants
- Transferable: Applicability to other context (3 P)
- Authentic: Faithfulness & fairness in describing the exp.

Realist

- Dependability; credibility; conformability; transferability; authenticity**

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;
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*Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006;
Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

Diverse Approaches = Different Paradigm

- Henwood & Pidgeon (2016)
- Finlay (2016)**
- Polkinghorne (1983)

Accuracy or Poetic Artistry
Trustworthiness or Resonance
Rigor or Relevance **

Interpretivist

- No single uniform predetermined criteria; on it’s own terms***

***Finlay, 2016; **Guba & Lincoln, 1994; *Rolfe, 2006:
Interpretivist

• No single uniform predetermined criteria; on it’s own terms***

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Henwood & Pidgeon (2016)
Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

- Importance of Fit
- Integration of Theory
- Reflexivity
- Sensitivity to Neg. Real.
- Theoretical Sampling
- Documentation
- Transferability

Categories should fit the data

- No single uniform predetermined criteria; on it’s own terms***

Henwood & Pidgeon (2016)
Measuring Trustworthiness*

- Importance of Fit
- Sensitivity to Neg. Real.
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Rel. between unit of analysis and degree to which they can be integrated

* Henwood & Pidgeon (2016)

- No single uniform predetermined criteria; on it’s own terms***
Measuring Trustworthiness*

- Importance of Fit
- Sensitivity to Neg. Real.
- Transferability
- Integration of Theory
- Theoretical Sampling
- Documentation
- Reflexivity

Acknowledge and document the role of the researcher

Henwood & Pidgeon (2016)

• No single uniform predetermined criteria; on its own terms**

Content
Form
R.C.K.P. Martinez, PhD, RN, CAA

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Measuring Trustworthiness*

- Importance of Fit
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- Documentation
- Transferability

Comprehensively account for what have been done and why

- No single uniform predetermined criteria; on it’s own terms***

Henwood & Pidgeon (2016)
Interpretivist

- No single uniform predetermined criteria; on its own terms

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Measuring Trustworthiness*

Issues of Quality: Trustworthiness & Rigor

Importance of Fit

Integration of Theory

Reflexivity

Sensitivity to Neg. Real.

Theoretical Sampling

Continually develop & modify any emerging theory

Transferability

Documentation

Content

Form

Henwood & Pidgeon (2016)
Interpretivist

- No single uniform predetermined criteria; on its own terms***

Measuring Trustworthiness*

Importance of Fit

Integration of Theory

Reflexivity

Sensitivity to Neg. Real.

Theoretical Sampling

Documentation

Transferability

Awareness of research context, power differentials & participants reaction to research

Henwood & Pidgeon (2016)
Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

- Importance of Fit
- Integration of Theory
- Reflexivity
- Sensitivity to Neg. Real.
- Theoretical Sampling
- Documentation

Transferability

Suggest how the research maybe applicable beyond particular context

Interpretivist

- No single uniform predetermined criteria; on it’s own terms***

Henwood & Pidgeon (2016)
Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

- Does the research make sense?

Clarity

- Findings sufficiently vivid or powerful to draw readers in

Com Res

- To what extent do the findings match the evidence

Credibility

- Does the research make sense?

Contribution

- To knowledge; humanity; profession

Finlay (2016)
Measuring Trustworthiness*

- Does the research make sense?
- Findings sufficiently vivid or powerful to draw readers in
- To what extent do the findings match the evidence

Clarity

Credibility

Contribution

ComRes

Issues of Quality: Trustworthiness & Rigor

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Finlay (2016)
Measuring Trustworthiness*

- Does the research make sense?
- Findings sufficiently vivid or powerful to draw readers in

Clarity

Credibility

- To what extent do the findings match the evidence
- To knowledge; humanity; profession

Contribution

Communication

Res

Issues of Quality: Trustworthiness & Rigor

Finlay (2016)

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Measuring Trustworthiness*

- Does the research make sense?
- Findings sufficiently vivid or powerful to draw readers in
- To what extent do the findings match the evidence
- Does the research make sense?

Issues of Quality: Trustworthiness & Rigor

Content

R.C.K.P. Martinez, PhD, RN, CAA

Finlay (2016)

Clarity

Credibility

Contribution

Com Res

No knowledge; humanity; profession
Measuring Trustworthiness*

- Does the research make sense?
- Findings sufficiently vivid or powerful to draw readers in

- To what extent do the findings match the evidence
- To knowledge; humanity; profession

Issues of Quality: Trustworthiness & Rigor

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Finlay (2016)
Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

- Does the research make sense?
- To what extent do the findings match the evidence?
- Findings sufficiently vivid or powerful to draw readers in
- Does the research make sense?

Clarity

Credibility

Contribution

Comm Res

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Finlay (2016)
Measuring Trustworthiness*

- Vividness
- Accuracy
- Richness
- Elegance

*Polkinghorne (1983)

DON'T GIVE UP ON YOUR DREAMS
KEEP SLEEPING
Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

Vividness - Is the research vivid in the sense that it generates a sense of reality and draws the reader in?

- Accuracy
- Richness
- Elegance
Measuring Trustworthiness*

Issues of Quality: Trustworthiness & Rigor

- Vividness
- Accuracy - Are readers able to recognise the phenomenon from their own experience or from imagining the situation vicariously?
- Richness
- Elegance

Polkinghorne (1983)
Measuring Trustworthiness*

- Vividness
- Accuracy
- Richness
- Elegance - Finally, has the phenomenon been described in a graceful, clear, poignant way?"
Measuring Trustworthiness*

Polkinghorne (1983)

- Is the research vivid in the sense that it generates a sense of reality and draws the reader in?
- Are readers able to recognise the phenomenon from their own experience or from imagining the situation vicariously?
- Can readers enter the account emotionally?
- Finally, has the phenomenon been described in a graceful, clear, poignant way?"
Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

“The issue of quality criteria

... is...

not well resolved”

Guba and Lincoln, 1994 p. 114
Issues of Quality: Trustworthiness & Rigor

Measuring Trustworthiness*

Vividness

Accuracy

Richness - Can readers enter the account emotionally?

Elegance

Polkinghorne (1983)
Outline of Discussion

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Issues of Quality:
Trustworthiness & Rigor

Ways to Ensure Quality
Ways to Ensure Quality

- Audit Trail
- Member checking
- Prolonged Engagement
- Peer Debriefing
- Triangulation
- Self Reflection

- Dependability
- Credibility
- Trustworthiness
- Transferability
- Authenticity
- Confirmability

- Thick Description
- (Guba & Lincoln, 1994)
Ways to Ensure Quality

- Member checking
- Prolonged Engagement
- Peer Debriefing
- Triangulation
- Self Reflection
- Thick Description
- Audit Trail

R.C.K.P. Martinez, PhD, RN, CAA

Si Mommy Dionisia nag bar sa Waldorf Astoria sa New York.
Sabi ng katabi nyang GERMAN (nag order ng alak): “Waiter! Remy Martin, single!”
Yung ITALIAN naman sabi: “Waiter! Carlo Rossi, double!”
Mommy D: (Diyus miu! Kilangan pa pala magpakilala bagu umurder!) “Wiyter! Dionisia Pacquiao, Sipareyted”
Ways to Ensure Quality

Member checking
Prolonged Engagement
Peer Debriefing
Triangulation
Self Reflection
Thick Description
Audit Trail

Checking of findings by the respondents themselves
Resonance
Respondent Validation

NOT a verification strategy to judge the accuracy of analysis
Ethics of what to “check”

Dependability
Transferability
Credibility
Authenticity
Confirmability
Ways to Ensure Quality

- Member checking
- Prolonged Engagement
- Peer Debriefing
- Triangulation
- Self Reflection
- Thick Description
- Audit Trail

Gain trust and Rapport

Gain entry into the ‘unknown’

More Depth = More Insight

Authority and skill of the Researcher

Engagement WITH participants & WITH narratives

- Dependability
- Transferability
- Credibility
- Authenticity
- Confirmability
Ways to Ensure Quality

- Member checking
- Prolonged Engagement
- Peer Debriefing
- Triangulation
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Analytic Triangulation

Insights are sensible & conceivable to a disinterested person

Researcher discusses the R. methods, analysis & interpretation continuously with PEER

Skilled qualitative researcher

Can the adviser act as the “peer debriefer”?!
Ways to Ensure Quality

• Member checking
• Prolonged Engagement
• Peer Debriefing
• Triangulation
• Self Reflection
• Thick Description
• Audit Trail

Gives more detailed and balanced picture of the situation (Altrichter et al, 2008)

4 Types (Denzin, 1978)
1. Data (source) – time, space, person
2. Investigator – Multiple researchers
3. Theory – more than 1 “theoretical” scheme in interpretation
4. Method – more than 1 “method” in data gathering

Follow your philosophical underpinning

NOT a tool to check “Truthfulness” of data

Reduce bias
Ways to Ensure Quality

Enable the res. To discuss their position w/in the study and how their personal belief & past training have influence their findings

"Reflexivity"

Field notes

Journals

Recognize and make explicit any personal bias

Must be included in the final output
Ways to Ensure Quality

- Member checking
- Prolonged Engagement
- Peer Debriefing
- Triangulation
- Self Reflection
- Thick Description
- Audit Trail

**Give sufficient detail about context, criteria, participants, & method to see if implication are transferable**

- Setting, Situation and People
- Art of writing and rewriting
- Pitfall: Too much quotes; too abstract; too artistic
- Vividness, Accuracy, Richness, Elegance (Polkinghorne, 1983)

**Dependability**

**Transferability**

**Credibility**

**Authenticity**

**Confirmability**
Measuring Trustworthiness*

Polkinghorne (1983)

Is the research vivid in the sense that it generates a sense of reality and draws the reader in?

Are readers able to recognise the phenomenon from their own experience or from imagining the situation vicariously?

Can readers enter the account emotionally?

Finally, has the phenomenon been described in a graceful, clear, poignant way?”
Ways to Ensure Quality

- Member checking
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- Thick Description
- Audit Trail

Detailed description of sources and techniques of data collection, analysis, interpretations made & decisions done

Inquiry Audit - Researcher from outside scrutinize the process

Use of conceptual maps; decision tree

NOT for others to create their own interpretation

More of HOW, rather than WHY

Dependability
Transferability
Credibility
Authenticity
Confirmability
A MAN IS DATING THREE WOMEN

A man is dating three women and wants to decide which to marry. He decides to give them a test. He gives each woman a present of $5000 and watches to see what she does with the money.

The first does a total make-over. She goes to a fancy beauty salon, gets her hair done, new make up and buys several new outfits and dresses up very nicely for the man. She tells him that she has done this to be more attractive for him because she loves him so much. The man was impressed.
The second goes shopping to buy the man gifts. She gets him a new set of golf clubs, some new gizmos for his computer, and some expensive clothes. As she presents these gifts, she tells him that she has spent all the money on him because she loves him so much. Again, the man is impressed.

The third invests the money in the stock market. She earns several times the $5000. She gives him back his $5000 and reinvests the remainder in a joint account. She tells him that she wants to save for their future because she loves him so much. Obviously, the man was impressed.
The man thought for a long time about what each woman had done with the money, and then he married the one with the largest breasts.

Was the decision Trustworthy?

Quality over Quantity

Don’t forget to enjoy the Process


<table>
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<tr>
<th>Reference</th>
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Thank you for the inconvenience
Rudolf Cymorr Kirby P. Martinez

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