The Joy of Data: *Qualitative Research Methods*
wayne.smith@csun.edu
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"The beginning of wisdom is to call things by their right names."
--Confucious (Kongzi) (551 B.C.E. – 479 B.C.E.)

Introduction:
Nearly all of the BUS 312 Excel applications and problems use quantitative data collected via quantitative methods (e.g., transactions, surveys, instruments, or sensors). Quantitative data is mostly categorical (the types or kinds of things) or numerical (the amount or number of things). However, qualitative data collected via qualitative research methods is important as well. Qualitative data is chiefly about words or text. Both quantitative and qualitative data are important in all majors, however, they are especially important to Management and Marketing majors and professionals. Some majors and professions use both types of data—it depends partly on the nature of the decision, question, or issue, and partly on the skills and abilities of the analyst. Qualitative data can be analyzed with a computer.

The following are examples of different qualitative research methods to collect data.

Type of Qualitative Research Method	Working Definition
Oral Interview	One-on-one conversations with participants, often semi-structured to allow for open-ended responses and exploration of themes as the interview progresses.
Focus Group	Facilitated discussions with a group of participants to gather collective insights and perspectives on a topic.
Ethnography	Immersive observation of a culture or community to understand their practices, beliefs, and behaviors within their natural environment.
Case Study	Detailed examination of a specific individual, group, event, or organization to gain deep understanding of a particular phenomenon.
Observation	Observing behaviors and interactions in a natural setting, often using field notes to capture detailed information.
Content (Meta-) Analysis	Systematically analyzing textual data to identify recurring themes and patterns within the content.