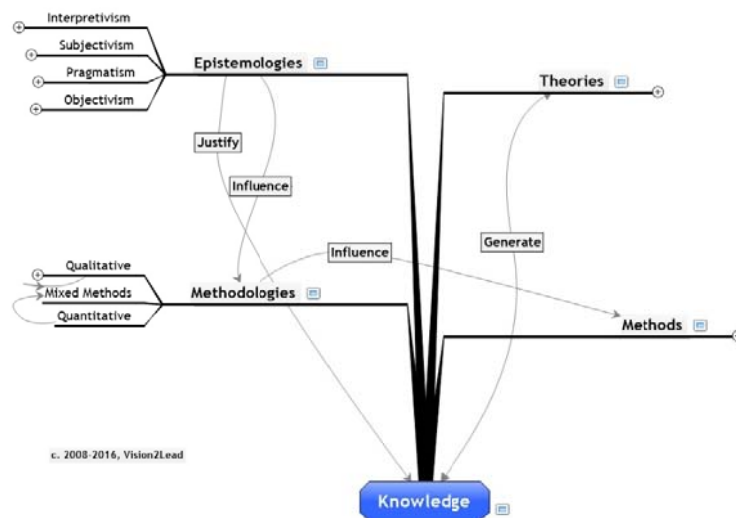# Doing Qualitative Research Online

Worksheet: Mapping Interrelated Facets of a Research Design

An underlying principle for the approaches described in *Doing Qualitative Research Online* (Salmons, 2016) is the need for alignment of research purpose, theories, methods and methodologies in the effort to create new knowledge. Such alignment is not unique to online interview research, however a clear depiction of the design can strengthen the rationale for using online methods.

Four interrelated facets of research are defined for our purposes as:

Epistemology refers to the study of the nature of knowledge, beliefs about knowledge, or the study of how knowledge is justified.
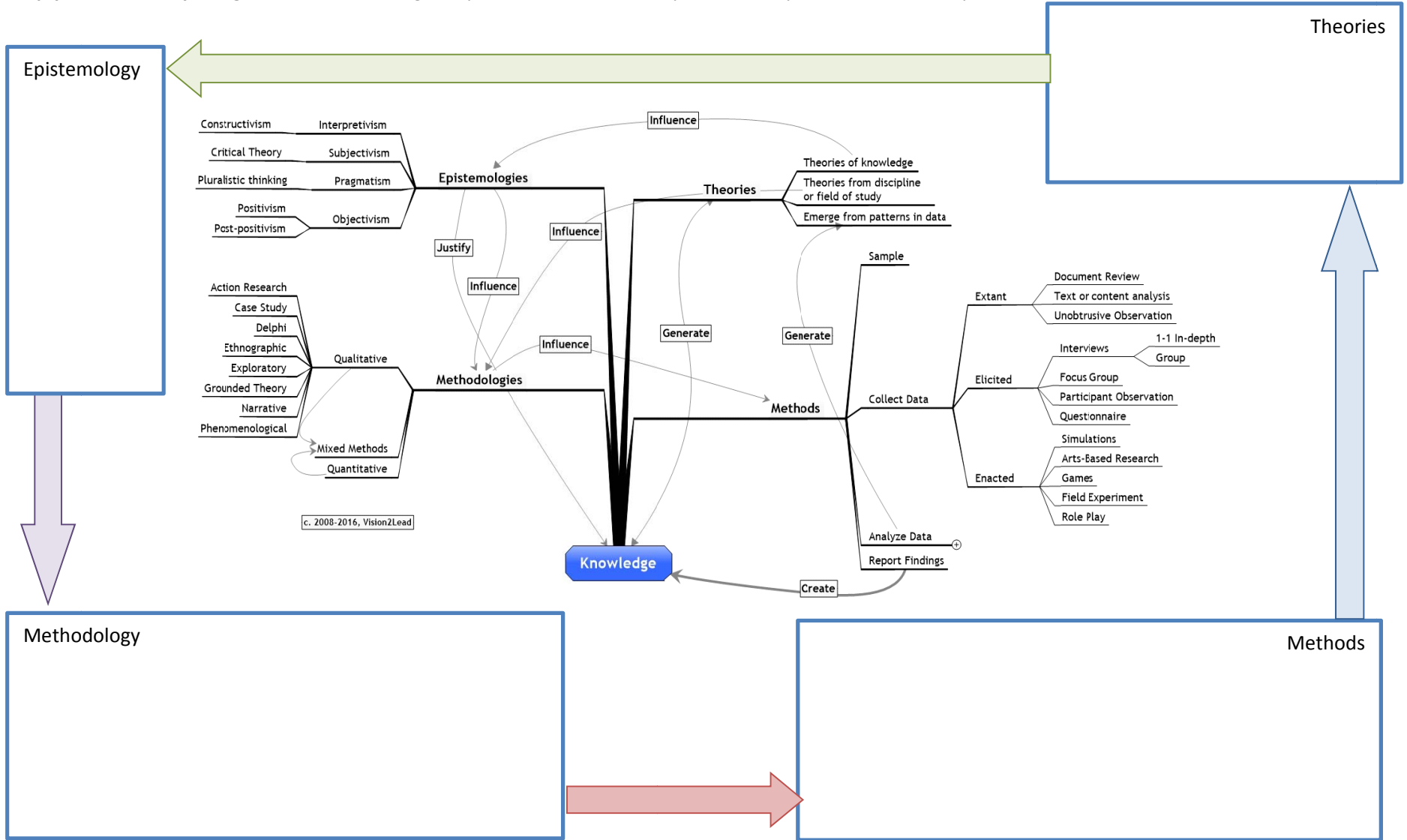
Theory refers to an explanation that is internally consistent, supportive of other theories, and gives new insights. Qualitative studies may be structured using theoretical frameworks, used to explore and build on existing theories, or to develop theory.

Methodology refers to the study of, and justification for, the methods used to conduct the research.

Method refers to the practical steps used to conduct the study. Interviews or observations are data collection methods.

Map your own study design! Use the Knowledge Map worksheet and visually describe key elements of a study.

Theories

Epistemology

Constructivism   Interpretivism
Critical Theory   Subjectivism
Pluralistic thinking   Pragmatism
Positivism
Post-positivism   Objectivism

Epistemologies

Influence

Theories of knowledge
Theories from discipline or field of study
Emerge from patterns in data

Theories

Justify

Influence

Influence

Action Research
Case Study
Delphi
Ethnographic
Exploratory
Grounded Theory
Narrative
Phenomenological

Qualitative

Methodologies

Influence

Generate

Generate

Sample

Methods

Collect Data

Extant

Elicited

Enacted

Document Review
Text or content analysis
Unobtrusive Observation

Interviews   1-1 In-depth
                    Group
Focus Group
Participant Observation
Questionnaire

Simulations
Arts-Based Research
Games
Field Experiment
Role Play

Mixed Methods
Quantitative

c. 2008-2016, Vision2Lead

Analyze Data
Report Findings

Knowledge

Create

Methodology

Methods