

Qualitative Methods in Sounds Bites

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HOW QUALITATIVE METHODS DIFFER

THE POSITIVE SIDE: Qualitative Methods Used Wisely

If your topic can be fully described in a snapshot moment, Phenomenological Research will distill.

If *your* story is the crucial lens for viewing a topic, Heuristic Research is mighty nice.

If your topic wants to tell *its* story, Narrative Methods will charm.

If the *long* story of a topic matters, Oral History will tell and tell.

If inspiration and reason want to play, Intuitive Inquiry is your best choice.

If you want to build a theory from the ground up, go for Grounded Theory.

If you want to know one thing really well, Case Study is your match.

If the values of a culture reveal a topic, engage a Cultural Research perspective.

If the topic resides outside your own culture, use Ethnography.

If you seek action or efficacy in the world, use Action Research.

If you want to liberate and reveal, Feminist Research will pave the way.

THE GRIM SIDE: Let's Keep a Sense a Humor!

If you want to swim upstream in meaning units, Phenomenological Research will suffice.

If you think your experience is the answer, Heuristic Research will fit the bill.

If you insist that story is the end all and be all of all, your Narrative Study will come to no conclusion.

If you enjoy interviewing folks whom others think obscure, Oral History is your number.

If you want a headache from too much right-to-left-brain back and forth, Intuitive Inquiry will confuse.

If you do *not* want to complete a theory, go for Grounded Theory.

If you want to tire folks who were not there, Case Study is mighty nice.

If you want to sound naïve, engage a Cultural Research perspective.

If you want to dispossess a culture not your own, Ethnography gives you options.

If you want to lose your job, use Action Research at work.

If want to inspire some and anger others, Feminist Research methods will get'em all in one fell swoop.

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