Exploring the advantages and disadvantages of Qualitative Data Collection Methods

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ABSTRACT
Qualitative Research methods have been an integral part of many academic disciplines to gather a thorough insight into several issues of interest. The aim of this paper is to present the pros and cons of the most prominent Qualitative research methods available, that are Grounded Theory, Qualitative Interviewing, Participant Observation and finally Case Study Method. Here the theory emergence power of Grounded Theory has been balanced with its time consuming feature. The capability of Qualitative Interviewing to unearth the understanding of the respondent has been discussed along with the effect of the biasness of the Interviewer. The same follows for Participant Observation, which gives us a contextual connotation of events. A little exploration of the triangulation principle of the Case Study Method and its effectiveness ends this paper.

INTRODUCTION
There are subject matters that can’t always be quantified. At that time qualitative research can provide us probable explanation and subjective evidence. Qualitative research method originated in the social and behavioral sciences. It is all about exploring different ideas, understanding phenomenon, and answering questions. It is designed to reveal a target audience’s range of behavior and the perceptions that drive it with reference to specific topics or issues. While there's a whole industry engaged in it's pursuit, qualitative research also happens in nearly every workplace and study environment. Some of the qualitative research methods discussed in this article is: grounded theory, in-depth interviews, participant observation and case study method. Each of the methods has their distinctive advantages and disadvantages which are discussed throughout the article.

GROUNDED THEORY
Grounded theory has been considered as the methodology commonly and frequently mentioned by authors of qualitative study such as in the areas of organizational management like human resources, nevertheless it was recommended that a lot of grounded theory learning is not concordant with the technique. Grounded theory, on previous point, permits for numerous information resources which might consist of interview, examination of performance, as well as published reports. Through the utilization of creative writing, phenomenological results are normally contextualised within existential structure of connotation as well as option. On the other hand, grounded theorists have no boundaries. The initial theory expresses the researcher to the creative writing which greatest inform, explain as well as contextualises the results. For instance, within fields of customer performance, this might well comprise existential position; nevertheless the social, emotional, cultural as well as advertising literature might independently or jointly present instructive assistance to the analysis. Nevertheless, it
is vital to recognize that “to set up an understanding is itself to generate an interpretation of these connotations; to put forward enquirer’s creation of structures of actors one learns (Dey 1999). The grounded assumption techniques are premised on quantities of misunderstanding concerning the aims of the process, its measures, in addition to distinctive approach to performing grounded theory linked with ground-breaking authors who have deviated in their judgments (Dey 1999). The theory has a great arrangement to offer the control of promotion, predominantly the part of customer performance, specified that its endeavour is to build up fresh insight along with ground-breaking theories.

Grounded theory was initially offered by Glaser as well as Strauss in 1967 manuscript *The Discovery of Grounded Theory*. The manuscript presented a powerful intellectual underlying principle used for using qualitative study to increase speculative examination. Grounded theory was written basically as a complaint against what they sighted as a somewhat unreceptive recognition that every great theory was exposed and the function of following a line of investigation put down in testing grounded theories in the course of quantitative “logical” measures (Charmaz 2006).

Grounded presumption, in distinction to assumption attained by means of logico-deductive techniques is presumption which is thoroughly achieved in the course of “community” study and is grounded in information. The improvement of grounded assumption was an endeavour to keep away from extremely nonfigurative sociology and part of significant upgrading in qualitative examination over the years. The most important driving force of grounded theory was to link the space among hypothetically uneducated practical study and empirically unacquainted premise, through grounding presumption in information (Crooks 2001). Charmaz (2006) respectively criticised preoccupied empiricism or development of gathering quantitative statistics as it might be disagreed that the function of grounded presumption is the careful as well as logical study of connection of individual’s knowledge to way of life in addition to the past.

Grounded theory attempts to give explanation to the improvement of theory and expound the logical theories which strengthen both the thinking as well as function of grounded theory scheme. The importance following grounded theory thus turns out to be one of ground-breaking theory conception. In keeping with grounded theory principles, the theory develops throughout the study process and is a result of uninterrupted interaction among data compilation as well as analysis (Charmaz 2006). Grounded hypothesis is a method used to create presumption where little is previously acknowledged, or to offer a clean angle on existing information. Grounded theory is interpretive manner of request for information which has line in representational interactions and verbal communication, gesture, terms and activities that are well thought with experience. Glaser (1992) talks about the function of grounded theory and its significance in sensitising researchers the theoretical connotation of rising concepts in addition to category. This is very important, for with no grounding in existing knowledge; outline acknowledgment would be incomplete to the understandable along with the apparent, grudging the analyst of theoretical influence in order to effectively develop the theory (Glaser 1992). As a result, opposing to well-liked principle, grounded theory study is not theoretical however requires a considerate theory and practical effort in command to improve speculative compassion. According to Strauss as well as Corbin (1998) a presumption is a position of interaction that present a reasonable description of the occurrence under learning. This engages asking query of information that will generate links to well-known grounded theory and its applications. One key characteristic of grounded theory is effective use and generation of excellent information (Glaser, 1992). Nevertheless, through time the grounded theory technique has been reinterpreted with disciplinary dissemination of theoretical application.

However Grounded presumption involves the exploration for unconstructive cases which might be occasion consuming and might engage rethinking cautious conclusion. Yet, the grounded theory must basically be presented as developed when every central group are saturated. Nonetheless, in command to completely make use of the grounded theory technique, there should be acknowledgment.
that it is occasion consuming, frequently provoking, and for the reason of the nature of grounded theory technique, normally takes the study in a number of diverse guidelines prior to a reasonable premise starting to materialize. Consequently, once connected in grounded theory and its process, rigour as well as integrity must stem from complete and impulsive examination of information in command to allow grounded theory to come into sight, slightly than submit to the persuasion to impulsively test immature or expressive records of the phenomenon under grounded theory learning.

In modern years, the dissemination across a quantity of disciplines like social employment, wellbeing studies, as well as management, has intended the adaptation of grounded theory in behaviour that might not totally matching with unique ground principles. Nevertheless, despite of discipline or point of view, there linger a set of essential process that necessitates to be pursued if recognised as outcomes of methodology. Through grounded theory, the researchers will have their individual concept or indispensable belief arrangement, their principles, which speak ontological as well as epistemological groundwork. The grounded assumption technique calls for information compilation, analysis, additional speculative sampling and group dissemination such as in speculative sampling, there will be process of information compilation for creating grounded theory whereby researchers collect, code and analyse the information and decide what information to bring together next as well as where to come across in support to the theory (Glaser, 1992).

QUALITATIVE INTERVIEWING (IN-DEPTH INTERVIEWS)
The design for qualitative investigation can be sophisticated as it is contingent upon the level of knowledge an investigator might have with a specific category of method (Kvale 2007). For a researcher, numerous desires to grow as well as increase their understanding and involvements with qualitative strategy in command to better make use of a multiplicity of research patterns (Chenail 2009). One popular extents of attentiveness in qualitative study scheme is of interview practice. Interviews deliver in-depth evidence concerning to participants' understandings and perspectives of a certain subject matter. The interviews are combined with further procedures of information gathering in command to deliver the researcher with an experienced collection of evidence for studies (Chenail 2009).

In-depth questioning is a qualitative study technique that encompasses directing thorough distinct interviews with an insignificant amount of respondents to discover their standpoints on a specific awareness, platform, or state of affairs (Turner 2010). For instance, researchers might enquire participants, worker as well as others connected with a platform about their involvements and prospects associated to the platform, the judgments they have concerning platform processes, developments, and consequences, as well as about some modifications they distinguish in themselves as results of their participation in the platform (McNamara 2009).

In-depth interviews are open-ended as well as discovery concerned techniques that are well matched for defining both platform developments and upshots from the standpoint of target audiences or important participants (Turner 2010). Accordingly, in-depth interviews present discussion with individuals directed by qualified staff. The objectives of interviews are to profoundly explore the respondent's level of understanding, outlooks as well as viewpoints (Turner 2010). In-depth interviews are ideally used to acquire primary evidence utilized to develop further tangible measurable reviews. In principle, in-depth interviews encompass not just inquiring queries, nonetheless the logical recording as well as supporting of responses joined with powerful probing for profound connotation as well as understanding of responses (McNamara 2009). Henceforth, in-depth questioning frequently necessitates repeated interview meetings with target audiences in study. Distinct focus cluster consultations, in-depth interviews take place with one individual at a stretch, or occasionally duos of respondents, to deliver a further linking knowledge (McNamara 2009).
There are vital features that distinguish an in-depth, qualitative study interview from regular interviews. Certain important characteristics of in-depth interviews comprise:

Open-ended Queries
Queries must be expressed so that respondents can reply yes or no and understand the expounding of the subject matter (Turner 2010).

Semi-structured Arrangement
Even though a researcher must have certain pre-planned queries to inquire throughout the interview, researchers must likewise permit queries to flow logically, grounded on evidence delivered by respondents (Chenail 2009). Researchers must not contend upon inquiring specific queries in an explicit command. In detail, the course of the discussion commands the queries probed as well as those omitted, in addition to the command of the queries (Chenail 2009).

Search for understanding as well as analysis
Researchers must attempt to understand what participants are hearing, as well as pursue intelligibility besides a profound understanding from respondents during the interview (Creswell 2007).

Conversational
Researchers must be relaxed, but their role is mainly that of a hearer(Creswell 2007). There must be even shifts from one subject matter to another matter.

Recording replies
The replies are logged, normally with audiotape as well as written notes and templates (Creswell 2007).

Record remarks
Researchers perceive as well as record non-verbal performances on field notes as they take place (Chenail 2009).

Record thoughts
Researchers record participant interpretations as well as outlooks instantaneously subsequently after the interview (Chenail 2009).

The review information achieved through in-depth interviews frequently indicates a minor example (Turner 2010) of which the outcomes might not take a broad view to individuals who were not questioned. In-depth interviews can assist : (Turner 2010).

To deliver an account of behaviour
To concentrate individual as opposed to cluster apprehensions: Subject matter that might not ascend in a cluster condition can be addressed in discrete interviews
To expose different involvements as well as attitudes
To provide a shortcut to public standards: Questioning vital community frontrunners can contribute a fast impression of a public in addition to its desires and apprehensions

To advance further study tools: Outcomes from interviews can be utilized to generate focus cluster queries or support form queries for a review.

The foremost advantage of in-depth interviews is that interviews deliver much further comprehensive evidence than what are obtainable over and done with further information gathering techniques, such as surveys (Creswell 2007).In-depth interviews likewise might deliver a further stress-free atmosphere in which to gather evidence individuals might sense more contented taking a
discussion with researchers about their platform as contrary to filling for surveys (Creswell 2007). In-depth interviews are valuable when researchers want comprehensive evidence about an individual’s thoughts as well as behaviours or want to discover innovative concerns in complexity (McNamara 2009). Interviews are frequently used to deliver background to further information, posing a further comprehensive image of what transpired in the platform as well as why (Turner 2010). For case in point, researchers might have measured an upsurge in youth appointments to a health centre, and through in-depth interviews researchers discover out that youth distinguished that the latter went to the health centre for the reason that they saw a ground-breaking symbol outside of health centre promoting youth periods (Chenail 2009). Researchers might likewise interview a hospital staff associate to find out viewpoints on the health centre’s sociability (Kvale 2007). In-depth interviews must be exploited in place of concentration clusters if possible participants might not be encompassed or comfortable speaking agreeably in a cluster. They are frequently utilized to improve queries for upcoming examinations of a precise cluster (Chenail 2009).

Susceptible to prejudice as for the reason that platform or health centre worker might want to demonstrate that a platform is functioning; their interview replies might be influenced (Kvale 2007). Replies from public associates and platform participants might like wise be influenced owing to their post in the platform or for further explanations (McNamara 2009). Every single determination must be completed to plan an information collection determination, generate tools, and demeanour interviews to permit for slight unfairness. It also can be period intense and that interviews can be time concentrated assessment activity because of period it grosses to demeanour interviews, record them, as well as analyse the outcomes (McNamara 2009). In preparation for information gathering, maintenance needs to be engaged to comprise period for transcription as well as analysis of comprehensive information. The capability of the Interviewer is also of utmost importance here. Interviewer needs to be suitably proficient in questioning practices in order to deliver the utmost comprehensive and rich information from interviewees, the interviewer must make that individual contented and seem fascinated in what they remain saying(Turner 2010). They require similarly be certain to practice effective interview methods, such as escaping yes/no questions, by means of applicable body language, in addition to keeping individual thoughts in check (Turner 2010). The outcomes can not be generalized since in-depth interviews are directed; overviews about the outcomes are frequently not capable to be completed for the reason that small examples are selected and random selection techniques are not utilized (Turner 2010).

The in-depth interviews nevertheless, deliver valuable evidence for platforms, predominantly when complementing additional techniques of information gathering (Kvale 2007). Qualitative investigation commonly involves the rebuilding of occasions by inquiring interviewees to contemplate over in what way certain sequences of events outspread in relation to existing situations. Interviewers obviously do not grieve from same kind of issue and or problem, however it might be contended that the unusual personality of in-depth interviews can similarly be observed as a back ground within sensitive effects possibly will materialize.

PARTICIPANT OBSERVATION

Participant observation is feasibly the easiest technique to use since the observation is universal and researchers can practically administer and perform participant observation method in certain manners. Although most scholars no longer follow comprehensively on this type of observation many scholars still undervalue the significance of participation, suggesting that it could be necessary to guard what is working on besides write down observations (Bernard 2006). The point reiterated in research foundation can be that participant observation is commonly completed by individuals who are involved as well as tried to be part of possessions the individuals perceive (Mack, Woodsong, MacQueen, Guest and Namey 2005). Participant observation is in certain behaviours mutually the furthermost accepted and thought-provoking of qualitative information gathering techniques.
Participant observation links the investigator to the utmost simple of social involvements, determining through engagement as well as participation the hows plus whys of social behavior in a precise perspective and that such encounter is normal in that researchers have done recurrently during the course of participant observation learning (Mack, Woodsong, MacQueen, Guest and Namey 2005).

For individuals engaged in research undertakings, prompt studies pointing to participant observation generate the iconic descriptions of participant observation being done through an anthropologist or sociologist becoming intelligent in participant observation ways (DeWalt and DeWalt 2011). Although the descriptions of participant observation emphasis on long-standing exploration attempt demonstrated by means of ethnography, participant reflection technique is precisely flexible and can be engaged to pronounced advantage in speaking a series of study goals.

Participant observation is stress-free and does not necessitate the mastering of deep abilities or practical vocabularies. Also, because participant observation is not a peripheral technique directed on research themes such as questionnaires and or focus groups, participant observation has no predetermined recognized phases to undertaking it (Bernard 2006). Of which the observation phase accounts that anybody undertaking participant observation needs to drive through are the phases which ascend out of phenomenon as well as backgrounds that a researcher is investigating (Bernard 2006). Furthermore, in numerous circumstances, researchers are trying to determine as well as analyze characteristics of public prospects that practice guidelines and standards that participants might experience without openly speaking around, that function on unconscious or intuitive heights, or even formally off boundaries for discussion or unthinkable (DeWalt and DeWalt 2011). The consequence of systemization is that researchers not merely generate themselves into conventional contributors in particular setting however likewise generate information that can expressively increase to shared understanding of social involvement (Magnanti 2005). Participant reflection is used through social disciplines and in numerous arrangements of marketable, community course of action, in addition to nonprofit exploration. Anthropology as well as sociology, in specific, have depended on participant observation for various influential understandings and for the anthropologists and numerous sociologists, performing a participant reflection study at a ground position is an imperative service of path into certain discipline. Sociologists similarly directed participant reflection studies and deliberated the usage of the technique early on (Magnanti 2005). Nonetheless participant observation can correspondingly express an imperative role when probing subjects where there is substantial organization of knowledge. As with further qualitative techniques, participant reflection can frequently help clarify quantitative judgments through providing the contextual connotation behind supplementary evidence. In certain circumstances, the participant observation might happen subsequently after further procedures of information gathering, such as examination of subordinate statistics or a measurable investigation. In addition, the participant observation might be utilized to enlighten seeming inconsistencies in other information for example, learning the fundamental associations in arrears of statistically perceived relationship and or to sanction or increase rationality such as that of triangulation for findings created by additional study process.

In distinction, participant reflection is characteristically a qualitative as well as collaborative knowledge and moderately unstructured. Participant observation is usually connected with investigative and instructive study goals where queries, fundamental justifications, revealing the intellectual components, guidelines, and standards that motivate the noticeable actions. The information generated is frequently flowing in addition to the investigation much further explanatory than in direct reflection (DeWalt and DeWalt 2011). In addition, through participant reflection there can be strong point to critiques that occasionally set participant observation lessons and perhaps to create diverse decisions of the welfares as well as costs of research arrangement to participants as a whole. Undeniably, unique of the explanations for undertaking participant interpretations is that numerous characteristics of particular shared situations are merely noticeable to those parties involved (DeWalt and DeWalt 2011). The challenge of connecting distinctive competence for participant
reflection is that as soon as people are participant spectators in a further recognized intelligence, researchers must schematize as well as establish an integrally fluid development. This means not merely being a participant in precise societal setting but likewise rewarding the part of investigator, captivating proceedings; recording speeches, resonances, as well as images; in addition inquiring questions that are intended to expose the connotation in arrears of participant behaviours (Magnanti 2005).

Numerous participant reflection lessons are not as extensive in length as ethnography, are fewer wide-ranging in possibility, and are directed in reasonably ordinary positions. However even when used on restricted groundwork, there is no disagreeing on the influence of participant observation method to generate powerful understandings and extremely contextual thought (Anderson, Herr and Nihlen 2007).

CASE STUDY METHOD

Case studies are anticipated to capture the involvedness of a particular situation, in addition to the approach which empowers cases that was established in the collective disciplines. Such case study approach is functional not purely in the societal disciplines, such as psychology as well as economics, however likewise in practice oriented grounds such as environmental lessons, community effort, teaching, and professional studies. There are diverse philosophies around what case study is all about from within collective denominator presented by researchers of case studies such as Yin in the year 1994; Stake in the year 1998 and Gillham in 2001 and asserted that case studies ought to have a case which denotes to the object of research and its underlying process. The effective case study method should determine a multifaceted working component that has to be inspected in its ordinary background with some other methods from within contemporary assumptions in research endeavours.

The leading form of approach within the subsequent unit of case studies is emphasized on grounded philosophy. This approach combined qualitative ground learning approaches such as coming from Chicago College of sociology with quantifiable techniques of information examination (Glaser and Strauss 1967). The consequence was inductive practice grounded on expending comprehensive measures to investigate evidence. Robert Yin (1994) acquired the succeeding phase. He conveyed investigational judgment hooked on the arena of true-to-life investigation as well as combined case studies with qualitative approaches. Ever since, ample has been printed on case approach and the approach was established in the bearing of extensiveness as well as practicality. This improvement has been supported by other authors such as Michael Quinn Patton (1990) denoting that by rather trusting that an individual must select to bring into line with single standard or the additional, the author had advocated a case study paradigm complete of method choices. Indeed, through a case study, the diverse styles of simplification are frequently collective. When case study practice is accessible in workbooks, on the further point, it is furthermore modelled on individual manner of overview.

Case studies chain the additional study stratagems. In that high opinion the case study can be understood as an effective as well as a practical meta-method. The determination of Groat and Wang’s (2002) placing of case studies into the central of research paradigm and underpinning is not to contend that a certain case study in some admiration be further vital than some other approaches. The capability to perform within professional preparation is grounded on understanding of substantial collection of cases. In addition, case studies are grounded either on particular involvement or are ideal circumstances recognized in the line of research work. Henceforth, case studies donate to the generating of a practiced selection. A researcher’s effort is grounded on judgments among acknowledged cases commencing from the selection in addition to the tangible strategy circumstances (Yin 1994).

Further investigators, such as Robert Yin (1994), put further importance on the technique in addition to the procedures that establish case studies. The impressions of case studies present the
leading matter relating to additional research approaches of which one notable feature of case study practice is that diverse techniques are joined with the determination of enlightening a situation from dissimilar viewpoints in command to triangulate by means of uniting procedures. Furthermore, Groat and Wang (2002) elucidate the relationships among methods such as through arguing that individuals adjacent to every other ensure further comparisons than individuals that are additionally away from each other. Qualitative as well as explanatory investigation has in common a universal methodology to the study substance, however with opposing period perspectives. Thus, case study researches share a concentration on logically happening situations not being reliant on quantitative information. Certainly, through engaging in a case study presentation and its relative requirement, the researchers must be capable to influence accessible study variables.

The principle of case study approach is triangulation, the mixture on dissimilar heights of practices, approaches, stratagems and or theories. Thus, case studies mature over and done with the mastery of mixtures. The separation among account and case study is commonly uncalled when the case work is an article. Case studies with stronger procedural impact from past investigation will perhaps progress past situation studies in which case approach as well as history combine. The grouping of qualitative and measurable methods is well recognized in situation studies, but however, the opposing excellence values concerning actuality, applicability, steadiness, and impartiality in qualitative as well as quantitative investigation are challenging to organize. Lastly, the major concern of a discussion is the generalization of noticeable case studies wherein different manners of simplification are obviously collective. These are characteristics of case techniques which have the prospective for additional research and development. In general, a case study pronounces a specific problem and or occasion grounded on realistic situations. It comprises of an episode, the individuals involved, as well as further impacting influences, and case studies frequently have an acknowledged concentration.

The technique of exhausting case studies as effective learning tools has been accepted above period in numerous theoretical disciplines such as medicine, teaching, and commerce. A case study can be utilized for a variability of themes and matters of position for functioning scholars.

CONCLUSION

Qualitative research contributes to informative and insightful results. Qualitative research has its own set of strengths but it also has its disadvantages. With qualitative research it will be easier to gain a better understanding of the respondent’s views. The data is based on human experience, therefore, it is powerful and sometimes more compelling. A disadvantage to this type of research is that assumptions really cannot be made outside the scope of the sample. You can only gather the information that the small group gave to you and a safe assumption of the rest of the population would not be feasible. Research quality is heavily dependent on the individual skills of the researcher and more easily influenced by the researcher's personal biases and idiosyncrasies. Moreover, findings can be more difficult and time consuming to characterize in a visual way. Out of the different qualitative research method:
Grounded theory, permits numerous information resources which usually consists of interview, examination of performance, as well as published reports. It attempts to give explanation to the improvement of theory and expound the logical theories which strengthen both the thinking as well as function of grounded theory scheme. Its endeavour is to build up fresh insight along with ground breaking theories: in other words it is used to generate or ascertain new theories.

An in−depth interview is an open−ended, discovery−oriented method that is well suited for describing both program processes and outcomes from the perspective of the target audience or key stakeholder. The goal of the interview is to deeply explore the respondent's point of view, feelings and perspectives.
The deeply contextual insights and flexibility of participant observation make it a powerful source of qualitative insight. It frequently helps clarifying quantitative judgments through providing the contextual connotation behind supplementary evidence.

Case studies are anticipated to capture the involvedness of a particular situation. The principle of case study approach is triangulation, the mixture on dissimilar heights of practices, approaches, stratagems and or theories. Thus, case studies mature over and done with the mastery of mixtures.

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