



A Critical Review of Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact

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Abstract: In this article, we examine Sarah J. Tracy's (2013) book *Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact*, and First Edition. Typically, we carefully read the texts we are reviewing to make sure we don't misunderstand them and underline any portions we feel are particularly important. Next, we begin by describing the subject matter and target audience of the book (since having this information first may allow readers who are not interested to skip the rest of the review, and readers who are interested to raise their attention). Next, we describe the topic's development in terms of its depth of treatment and various content-related aspects. Then we highlight the aspects of the book that, in our opinion, have strengths and shortcomings. We attempt to provide a broad assessment of the book's value and potential use. In the end, we aim to make the form as long as necessary and polish it. We discovered that the Sarah J. Tracy book was beneficial for both beginners and seasoned scholars. Since the author has extensive experience with qualitative research, their publication may present a chance to advance our comprehension of qualitative research design. Furthermore, the book contains a complete, step-by-step explanation of the methodology for evaluating qualitative quality as well as how to gather, examine, and write qualitative data. It is a complete resource for the theoretical foundations and practical application of technique and it is meant to provide graduate students and advanced academics with enough methodological material to be relevant.

Keywords: Qualitative Research, Book Review, Collecting Evidence

1. Introduction

Let's start by discussing reality to determine the review's relevancy. What is reality? How can we interpret it? Finding and validating new thoughts to examining and comprehending reality is the primary purpose of research across all academic disciplines. The approaches used to identify and quantify elements of the natural, material, and social worlds rely heavily on the qualifications, experience, areas of interest, and knowledge with the topic of each researcher. Researchers may simultaneously have radically distinct conceptions (theories) about the social and physical environment in which they live.

Let's start by understanding how a qualitative research strategy varies from a quantitative research approach using

the following brief example directly taken from Introduction to Qualitative Research Methodology: A Training Manual by Janet Seeley, Fabian Cataldo, and Karina Kielmann. Take a look at the three following interpretations of "poverty" as an illustration [4].

What does each of them tell you about poverty and how does it do so?

Scenario one: "Rural poverty in Tanzania has been halved in the period from 1985 to 2001. At present about 38 per cent of people living in rural areas are classified as poor. This progress is reflected in the United Nations Development Programme's Human Development Index for Tanzania, which rose from 0.3 in 1991 to 0.4 in 2002."

Scenario Two: Picture



Figure 1. House.

Scenario Three: quotes

1. "Poverty is like living in jail, living under bondage, waiting to be free." — a saying from Jamaica.
2. "If you want to do something and have no power to do it, it is *talauchi* (poverty)." — a proverb from Nigeria.
3. "For a poor person everything is terrible - illness, humiliation, shame. We are cripples; we are afraid of everything; we depend on everyone. No one needs us. We are like garbage that everyone wants to get rid of." — a blind woman from Tiraspol, Moldova.

The Question is:

1. How did each of the three examples describe or explain poverty?
2. What made the second and third examples so different from the first?
3. Which description did you find most convincing? Why?

You'll likely concur that each of the three depictions of poverty is a legitimate way to express it. The first scenario, on the other hand, use numbers to quantify poverty, that is, to give an estimate of the extent of the amount of poverty in a particular environment. These figures were created by the use of quantitative techniques that gave socio-economic indicators a higher priority than a particular definition of poverty.

Contrarily, the image in (scenario two) and the quotes in (scenario three) are the results of the application of qualitative methodologies; they demonstrate that quantifying poverty is only significant when portrayed in subjective ways, that is, in words or images that show us what it is like to be poor. These also widen our awareness of poverty since they inform us that having a poor financial situation may also result in inferiority complexes, feelings of guilt, physical and mental health issues, and a sense of helplessness.

Consideration of the variations in these three portrayals of poverty brings us to the notion that the reality of a certain social issue has various facets, each of which can be depicted via a different lens. The ways in which a researcher frames what s/he is looking for with the aid of a theory and theoretical assumptions are referred to as lenses in this context. The methods chosen to produce what is seen as valid data are in turn shaped by these presumptions.

As a result, it is clear from the aforementioned situation that Qualitative research excels in describing in-depth textual

descriptions how people actually feel about a particular study question. It gives details regarding the "human" aspect of a problem, i.e., the frequently divergent actions, attitudes, feelings, and connections of people [12]. The role of intangible aspects in the research, such as societal norms, socioeconomic position, gender roles, ethnicity, and religion, can also be identified using qualitative methodologies.

The author develops a book with 14 chapters about qualitative research methods. To write the book, the author was persuaded with the idea that a good read is dialogic and opens up the possibility of a conversation, the book *Qualitative research methods collecting evidence, crafting analysis, communicating impact*. The book's final critic will be the reader. However, before we get started, the author wants to highlight a few ways this book and her experience may be helpful to the reader in their own qualitative journey. Following the realization that problem-centered analyses are a viable strategy for conducting important research, the author starts to consider writing this book.

The text was written for academics and students in a wide range of disciplines, including management, sociology, psychology, education, social work, justice studies, and ethnic and gender studies.

The book is suitable for university courses with names like research methods, qualitative research methods, ethnography, ethnographic methods, interpretive research, and grounded approaches to research, naturalistic inquiry, auto-ethnography, performance studies, narrative research methods, and field methods. Although the book is primarily intended for academic readers, practitioners looking for guidance on how to conduct qualitative research to address problems in organizations and society may also benefit from what is said here. The author primarily wrote the book to accomplish the following three basic goals: The first is to encourage students, despite their paradigmatic approach, to pursue high-quality qualitative methodologies. To further provide a thorough explanation of the collection, writing, and interpretation of qualitative data. The second one is to close a hole in data analysis. This book offers a step-by-step explanation of analysis in everyday language that both beginners and experts can grasp.

The third and the final one is the book is structured to be understandable to advanced undergraduate students while providing sufficient methodological detail to be useful to graduate students and advanced researchers. Moreover some research questions cannot be answered using only quantitative methods and qualitative research has been increasing in many institutions [5, 2].

The book's development is based on the author's prior knowledge and research experiences in the field of qualitative research methodology. The material is prepared by the author to represent the steps involved in carrying out a qualitative research method and is divided into fourteen chapters in order to achieve the goals. Beginning with an introduction to qualitative methods, the first chapter of the book discusses the significance of the three key principles of qualitative projects, namely self-reflexivity, context, and

thick description. The author then briefly summarizes the book's distinctive, praxis-based (also known as "phronetic"), contextual method and explains how qualitative research is ideally suited for studying a variety of disciplinary fields. In her final section, the author talks about how to start a research project, including selecting a topic and formulating research questions.

The second chapter covers the nature of qualitative research, the terminologies used in it, how it emphasizes action and structure, looks at major historical topics, and closes with the contemporary debates that place qualitative methods in their current context.

The third chapter of the book addresses the four main research paradigms and how qualitative research fits into each of them in a way that even those who are not familiar with research methodologies may understand conceptually complex information. The chapter also discusses seven theoretical schools—interpretivism, Geertz's symbolic interactionism, ethnography of communication, sense-making, participatory action research, feminism, and structuration theory—that frequently employ qualitative data and methods.

In particular, the chapter provides several perspectives on knowledge and reality and analyzes a number of theoretical stances frequently applied to qualitative research methodologies. It would be better to study this chapter in "chunks" as you progress through a qualitative assignment because the information is richer here than it is in the rest of the book.

Despite the chapter's theoretical nature, it offers terms that can help you frame your views and approach as well as tools for looking into and interpreting qualitative data.

In order to conduct qualitative research, the fourth chapter presents the idea of field play and looks at different access management strategies. These strategies include maintaining a contact log, drafting an access proposal, setting up a participation table, or taking into account early investigation techniques. The fifth chapter explains human subject review, offers advice on interacting with institutional review boards, and walks readers through the process of creating a research proposal.

The sixth chapter, field roles, field notes, and field focus, provides information on diverse participant-observer roles, how to write field notes, strategies for concentrating on data gathering, and approaches for handling a variety of ethical difficulties in the field [14]. Planning and designing interviews is the topic of the seventh chapter. Sampling, recruitment, and questioning provides the specifics of preparing and planning effective interviews, such as how to select the best samples and how to create, organize, and arrange interview questions and discussion. The importance of interviews and the best way to create a plan for purposeful sampling that will take into account important facets of the research study were covered in this chapter.

The eighth chapter, which continues the discussion from the seventh chapter, is about interview technique. Focus groups, mediated, and embodied methods Contents.

The focus of negotiation is on holding a real interview or focus group. Recruitment, rapport-building, ethical involvement, logistics, transcription, and weighing the benefits and drawbacks of various interview formats—face-to-face, mediated, one-on-one, or group—are all covered in this article.

Data analysis fundamentals: An iterative, pragmatic approach is the subject of the ninth chapter. The basics of analyzing qualitative data were covered in this chapter. There are a few key tasks that make up the focused analysis stage even though data analysis frequently happens concurrently with research design and data collecting. Between examining the emerging data and studying the body of literature, theories, and areas of interest in research, these activities frequently switch back and forth [8].

The ninth Chapter, which is about the science and magic of interpretation, deals with sophisticated data analysis. Advanced qualitative data analysis methods were covered in the chapters. It began with an examination of specially created computer-aided qualitative data analysis software and how such tools might aid in methodically coding, querying, and developing theory from qualitative data. The next section of the chapter discussed seven different methods of data analysis, including (1) exemplars and vignettes, (2) typologies, (3) dramatic techniques, (4) metaphor analyses, (5) visual data displays, (6) analyzing for explanation and causation, and (7) discourse tracing. All of these methods can serve as the framework for an analysis. However, you may use the methods from each of them in nearly any project. Furthermore, in a process that occasionally seems to go on forever, the techniques could offer beginning and end-oriented creative inspiration.

How to examine interviews, field notes, and documents is covered in Chapters 9 and 10 in detail. It offers best practices that can be followed step-by-step to turn a mass of data into meaning that has theoretical and applied importance. While doing so, the author makes use of tried-and-true grounded analysis techniques while also introducing fresh ideas like discourse tracing. It also discusses the function of software for computer-aided data analysis.

Eleventh chapter has clarified eight indicators of qualitative excellence. These include (1) value, (2) rigor, (3) sincerity, (4) credibility, (5) noteworthy contribution, (6) resonance, (7) ethics, and (8) meaningful coherence. It includes an overview of qualitative quality - something that is often omitted or implicit in other technique publications. It then lays forth a multi-paradigmatic approach for guaranteeing that qualitative research is rigorous, moral, and reliable after reviewing conventional metrics of research quality.

The first part of chapter 12 covered the several types of stories—traditional, impressionistic, and confessional—that might be used to communicate qualitative research. No matter the genre, most essays contain a number of key "moving components." These comprise extra sections on methodology, findings, and consequences in addition to the important portions that were initially introduced in Chapter 5 on developing research proposals such as the introduction,

reasoning, and literature review. The audience, the writer's abilities, and the objectives of the analysis all influence how the findings should be presented.

Chapter 13 began with a discussion of how writing and portraying qualitative data is inherently a method of inquiry rather than just a simple activity of "writing up." Writing itself teaches us things that we already know. The chapter also covered the significance of syntax, formatting, and essay style when providing qualitative evidence.

Additionally, the chapter summarized advice on how to write frequently and discussed solutions to some of the most typical writing problems. Despite all of these suggestions, writing may still seem laborious.

The chapters 12 and 13, in particular, contain thorough instructions on how to create the qualitative study report. It discusses several kinds of qualitative stories, the mechanics of writing, how to avoid common mistakes, and how to write a lot!

Last but not least, the author attempts to connect various representational techniques with the aim of this book in chapter 14 by performing phronetic, problem-based, and contextual research. The topic of practical ethical considerations for researchers leaving the scene was examined. The main discussion in the chapter was on how academics should convey their qualitative work in various modes of representation to have an impact on society. Finally, Chapter 14 completes the cycle by reviewing the practical considerations for leaving the scene and demonstrating how researchers might frame and present their qualitative work such that it has an impact on the world.

2. Theoretical Analysis

The whys and how's of human behavior, opinion, and experience are frequently addressed by the qualitative research methods described in the qualitative research books. These questions are challenging to address using more numerically oriented methods of data collection. To answer concerns about how individuals organize, relate to, and interact with the world, researchers and practitioners in fields as varied as anthropology, education, nursing, psychology, sociology, and marketing often use qualitative approaches. Qualitative research is not a cohesive field of theory and practice, despite the fact that it is valued across disciplines (or possibly because of it).

The discipline of qualitative research is always expanding quickly with new techniques and paradigms like social media and digital research. As a result, the body of literature continues to expand; new books and journals containing qualitative methodologies and findings are published. Instead of using numbers to extract meaning, qualitative research explores social environments from insiders' viewpoints and produces descriptions and analyses of contexts.

Each researcher has a particular point of view, belief, or perspective on the world. Some refer to this as "baggage," while others refer to it as wisdom. Qualitative researchers embrace and even praise our way of seeing and being in the

world as opposed to rejecting it. A person's demographic data gives the fundamental components of their perspective as a researcher.

A thorough manual on the theoretical underpinnings and practical application of qualitative research is available in *Qualitative Research Methods: Collecting Evidence, Crafting Analysis, and Communicating Impact*. This foundational book uses a phronetic-iterative approach to guide readers through the sequential steps of a qualitative research project, from designing a study and gathering and analyzing data to developing theories and effectively communicating the results. As readers follow each chapter, they can use qualitative methods in their own projects.

Clear and succinct instructions on how to plan and carry out excellent research projects are provided through the discussion of issues including qualitative theories, ethics, sampling, interviewing methods, qualitative quality, and guidance on practical fieldwork.

The book examines paradigmatic disagreements. What may be of greater interest and value, though, is that we offer guidance from the perspective of someone who has used a number of strategies. The benefit of qualitative research is found in "its ability to be revelatory" by offering detailed descriptions that make it possible to interpret social circumstances [10, 2]. However, many academics, especially young researchers, may find it difficult to use qualitative research methodologies to understand the social environment.

There are several Research Approaches and Data Collection Implications in qualitative research. Some of the theories utilized in qualitative research books include phenomenology, ethnography, inductive thematic analysis, case studies, discourse/conversation analysis, and narrative analysis [1, 15].

Consequently, the book in order to understand a phenomenon in terms of the meanings individuals assign to it, qualitative research seeks to investigate things in their natural environment. It entails the careful study of numerous research techniques, including case studies, firsthand accounts; introspective reflection, life stories, and interviews, as well as observational, historical, interactive, and graphic texts. Analyzing the content's quality is a crucial part of interpreting a qualitative research study. It enables you to comprehend the validity of the research and the paper's structure.

3. Summary of the Strengths and Weaknesses of the Book

We typically read a book critically from beginning to end, noting any particularly powerful portions, and then we identify the following qualities (strengths) and weaknesses.

Strength of the Book

The way the author clarifies the problems with paradigms is one of her strongest points, according to the responders. The world you view depends on the type of glasses you wear. It makes sense to educate yourself on the various types of eyewear in order to select the pair that best meets your needs

and to gain an understanding of how various individuals who wear various types of eyewear perceive the world in various ways. The third chapter provides several perspectives on knowledge and reality and analyzes a number of theoretical stances frequently applied to qualitative research methods.

It would be helpful to read the second chapter in "chunks" as you progress through a qualitative assignment because the information there is heavier than in the remainder of the book.

Despite the chapter's theoretical nature, it offers terms that can help you frame your views and approach as well as tools for looking into and interpreting qualitative data.

The chosen methods for gaining knowledge, comprehending reality, and learning about the outside world are paradigms. Ontology (the nature of reality), epistemology (the nature of knowledge), axiology (the values connected to certain fields of study and theorizing), or methodology can all affect a researcher's paradigm (strategies for gathering, collecting, and analyzing data). Because various people have diverse opinions on these topics, it's critical to comprehend the main claims and viewpoints that underlie the paradigms.



Figure 2. Example of reality as rhizomatic.

Practically, the author provided the reader with an understandable real-world example as assistance. According to postmodernists, meaning in reality is rhizomatic or root-like, continually changing, expanding, and dependent upon other meanings. The following tree –root like reveals the reality.

- 1) The book serves as a "how-to" manual for qualitative/ethnographic research, including how to plan a project, conduct interviews and focus groups, interpret and analyze data, and present it in a captivating way.
- 2) The book's demonstration of how qualitative data can be used methodically to solve urgent issues in organizations, society, and personal life end plain.
- 3) The book is written in an interesting manner and includes extensive examples drawn from the author's own experience.
- 4) A complete, all-inclusive reference for the theory and application of qualitative/ethnographic research methods is Qualitative Research Methods.

- 5) Easy-to-understand guidelines for iterative qualitative data analysis describe how to arrange, code, interpret, make assertions, and develop theory.
- 6) The author provides her own behind-the-scenes accounts of fieldwork, analysis, drafting, editing, and publication throughout, illuminating the hilarious and emotional sides of applying qualitative methodologies.
- 7) Additionally, Qualitative research methods: Collecting evidence, crafting analysis, communicating impact systematically outlines the steps involved in visiting the field, compiling participant observations, creating sampling schedules, and conducting interviews—topics that Creswell and Poth only briefly touch upon [1, 7]. This book is far more practically focused than Creswell and Poth thanks to these elements.

The goal of qualitative social research is to comprehend the quality of human experience, including how people, groups, and institutions interpret events or shifts in their immediate environments [6, 9]. Methodological approaches to examine many realities and workable ways of describing and illuminating these social phenomena are offered by qualitative research methods, which collect data, create analyses, and communicate findings. The most significant thing about it is that it conveys succinct guidance and strategies for making sure that high-quality qualitative research is carried out and published in a methodical, engaging, useful, attractive, and morally sound way.

Weakness of the Book

- 1) Lacks concrete examples from genuine cases that would help viewers grasp it better.
- 2) Since the terminologies used to explain the first chapter started with new terminologies that weren't common words in other types of research books, it is particularly difficult to understand the concepts as they were mentioned in the book's purpose.
- 3) The processes and division of the concepts or chapters employed by the author to structure the book were too complicated for the reader to easily understand.
- 4) Numerous highly regarded publications on qualitative research, such as Creswell's, provide readers the option of selecting one of five techniques that adopt interpretative frameworks and compare the five approaches to qualitative investigations (i.e., narrative research, phenomenology, grounded theory, ethnography, and case study). Methods of qualitative research Approaches to qualitative investigations are not prioritized in this way whether gathering data, creating analyses, or communicating impact.

Instead, as the book's title implies, it places a strong emphasis on delivering qualitative research in practice by offering generalized instructions for field data collection, systematic instructions on basic and advanced data analysis, and step-by-step instructions for describing and reporting analysis results. When analyzing the five qualitative methodologies covered in [1] book, these themes are replaced with discussions of specific data analysis methods and writing patterns.

4. Conclusion and Suggestions to the Book

Qualitative Research Methods is a comprehensive, all-inclusive reference for the theoretical underpinnings and practical application of qualitative technique. It serves as a "how-to" guide for qualitative or ethnographic research, including how to plan a project, carry out interviews and focus groups, evaluate and analyze data, and present it in an engaging manner. This companion webpage offers in-depth examples from the author's own experience that show how qualitative data may be used methodically to address important personal, corporate, and social concerns.

Sarah J. Tracy, an expert in qualitative methodology, offers clear and concise advice on how to design and theoretically grounded research studies, write proposals, and handle ethical dilemmas. She also provides helpful advice on how to recruit participants, practice fieldwork, conduct interviews and focus groups, and recruit participants. Simple instructions are given for iterative data analysis, detailing in detail how to switch between theory and data in primary, secondary, and advanced coding cycles, making meaning and developing theory in the process.

The book also offers advice on how to write and present qualitative research in a variety of ways for the best scholarly, professional, and social impact. Qualitative Research Methods is a crucial tool for both beginning and advanced researchers since it has an interesting writing style, in-depth examples from the author's own practice and a range of subject areas, and a plethora of classroom exercises.

The book includes a thorough, step-by-step description of how to obtain, analyze, and write qualitative data as well as the methodology for judging qualitative quality. It is intended to give graduate students and advanced academics enough methodological information to be useful, and it is a comprehensive resource for the theoretical underpinnings and practical application of technique. Therefore, in order to complete the book, we would like to propose the following advice to the author:

- 1) When introducing the chapter, especially the first chapter, it is highly recommended to start with clear terminologies that make it simple to understand the concepts, as it was stated in the book's objective. The book must have clear and easy real-world examples to make it easier for the reader to understand.
- 2) The other recommendation for the book is comparable to other qualitative research books like Creswell's research book [3, 13, 11], which allows the reader to select from five approaches and compares them. These five approaches are narrative research, phenomenology, grounded theory, ethnography, and case study. Qualitative research methods: The five techniques that adopt an interpretive framework and focus on offering a comparison between five various ways to qualitative data collection, analysis, and communication must be incorporated.

After all, it goes without saying that this book's coherence,

breadth of emphasis, and guidance rooted in real-world examples will guarantee that it stays a go-to resource for a wide spectrum of qualitative researchers beyond the field of communication. In summary, Tracy's text is helpful for both beginning and seasoned researchers who choose to conduct qualitative research and who want to gain a thorough grasp of social phenomena and behaviors that capture the complexity and diversity of the real world. The concise summaries of techniques for involving research subjects covered in this book offer advice for how to produce strong insights that allow qualitative research to contribute to and possibly reframe ongoing debates in qualitative methodology for researchers already using these techniques.

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