

Supplement to Table 12.2
 Terms Associated With Qualitative Methods

<u>Method</u>	<u>Term</u>
Phenomenology	<i>Phenomenology</i> – The description of one or more individuals’ consciousness and experience of a phenomenon
	<i>Life-world</i> – An individual’s inner world of immediate experience
	<i>Bracket</i> – To suspend your preconceptions or learned feelings about a phenomenon
	<i>Essence</i> – An invariant structure of the experience
Ethnography	<i>Ethnography</i> – The discovery and comprehensive description of the culture of a group of people
	<i>Culture</i> – A system of shared beliefs, values, practices, perspectives, folk knowledge, language, norms, rituals, and material objects and artifacts that members of a group use in understanding their world and in relating to others
	<i>Shared beliefs</i> – The specific cultural conventions or statements that people who share a culture hold to be true or false
	<i>Shared values</i> – The culturally defined standards about what is good or bad or desirable or undesirable
	<i>Norms</i> – The written and unwritten rules that specify appropriate group behavior
	<i>Subculture</i> – A culture embedded within a larger culture
	<i>Ethnology</i> – The comparative study of cultural groups
	<i>Ethnohistory</i> – The study of the cultural past of a group of people
	<i>Ethnocentrism</i> – Judging people from a different culture according to the standards of your own culture
	<i>Emic perspective</i> – The insider’s perspective
	<i>Emic terms</i> – Special words or terms used by the people in a group

Etic perspective – An external, social scientific view of reality

Etic terms – Outsider's words or special words that are used by social scientists

Going native – Identifying so completely with the group being studied that you can no longer remain objective

Holism – The idea that the whole is greater than the sum of its parts

Case study research *Case study research* – Research that provides a detailed account and analysis of one or more cases

Case – A bounded system

Intrinsic case study – Interest is in understanding a specific case

Instrumental case study – Interest is in understanding something more general than the particular case

Collective case study – Studying multiple cases in one research study

Cross-case analysis – Searching for similarities and differences across multiple cases

Grounded theory *Grounded theory* – A general methodology for developing theory that is grounded in data that are systematically gathered and analyzed

Constant comparative method – Data analysis in grounded theory research

Theoretical sensitivity – When a researcher is effective at thinking about what kinds of data need to be collected and what aspects of already collected data are the most important for the grounded theory

Open coding – The first stage in grounded theory data analysis

Axial coding – The second stage in grounded theory data analysis

Selective coding – The final stage in grounded theory data analysis

Theoretical saturation – Occurs when no new information or concepts are emerging from the data and the grounded theory has been validated
