

# Interactive Qualitative Research Guide

## PROBLEM THE ARTIFACT ADDRESSES

Maxwell's (2012) approach to qualitative research design highlights qualitative research's complexity and iterative nature, underscoring challenges such as managing non-linear processes, integrating theory with data, and ensuring validity. Qualitative research can be challenging due to its inherent complexity, the need for deep contextual understanding, and the skills required for data analysis and interpretation. Jones et al. (2021) suggest that new researchers struggle most with the conceptual grounding and depth of understanding and writing their findings. The "Interactive Qualitative Research Guide" aims to address these challenges by offering a structured yet flexible tool to guide novice researchers through the process of qualitative research.

## AUDIENCE SERVED BY THE ARTIFACT

A Google Scholar query for "introduction to qualitative methods" yields almost 6 million results, suggesting extensive exploration of this topic. However, the vastness of the literature on this subject can seem quite overwhelming to a novice. Many master's and doctoral programs offer courses on the discipline, yet the practice may still seem intimidating.

The Interactive Qualitative Research Guide is intended to primarily serve students, educators, and novice researchers who may find the open-endedness and complexity of qualitative research daunting. By offering a structured and flexible approach, the guide aims to make qualitative research more accessible and manageable, fostering a richer understanding of its methodological principles and thus enhancing research quality across many disciplines.

## HOW THE ARTIFACT ADDRESSES THE PROBLEM

While the artifact's development is still in its infancy, the primary goal is to elucidate a generalized workflow to serve as an interactive guide for amateur researchers. The project will encompass a thorough literature review to identify common themes, best practices, and challenges. Given that the designer is currently enrolled in an introductory qualitative methods course, many of the course resources and practices may lend a significant proportion of the components that will comprise the framework of the guide.

To effectively align with the IDET 6375 course objectives, the artifact will be developed using tools the designer seeks to gain mastery of. These tools include Figma, which is a collaborative web-based application used to design and build prototypes for the UX/UI of digital products. As the artifact will be produced primarily as a prototype, Figma offers many features and benefits as the primary development tool for this project. Microsoft's PowerApps will also serve as an experimental prototype implementation. This tool was chosen because it offers a no-code/low-code solution to deploy the prototype rapidly and is readily available to the designer.

The Interactive Qualitative Research Guide aims to address the complexities and challenges associated with qualitative research, serving as a transformative tool for researchers, especially beginners. It will be structured around a core design framework that seeks to unravel the intricacies of qualitative methods, rendering them both accessible and practical for users. By offering an immersive, step-by-step exploration of the qualitative research process—from the genesis of research questions to the nuanced execution of data analysis and the crafting of insightful reports—this guide will serve as a comprehensive mentor for its users.

Moreover, the guide proposes to address a gap in existing resources in the field by emphasizing the practical application of theory to practice. Employing a hands-on approach will help ensure that emerging practitioners and researchers will effectively implement and comprehend qualitative research methods. This guide is poised to make a lasting contribution and impact on the development of skilled and insightful qualitative researchers.

## **REFERENCES**

Jones, S. R., Torres, V., & Arminio, J. (2021). *Negotiating the complexities of qualitative research in higher education: Essential elements and issues*. Routledge.

Maxwell, J. A. (2012). *Qualitative research design: An interactive approach* (3rd ed.) [Kindle]. SAGE.