



# Validity in Qualitative Research

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## What is Qualitative Research?

- An interpretive and subjective design
- Process-based
- Meaning-oriented
- Human beings are the primary elements for data collections.
- Description is crucial
- Inductive

## A concept map of measurement reliability and validity

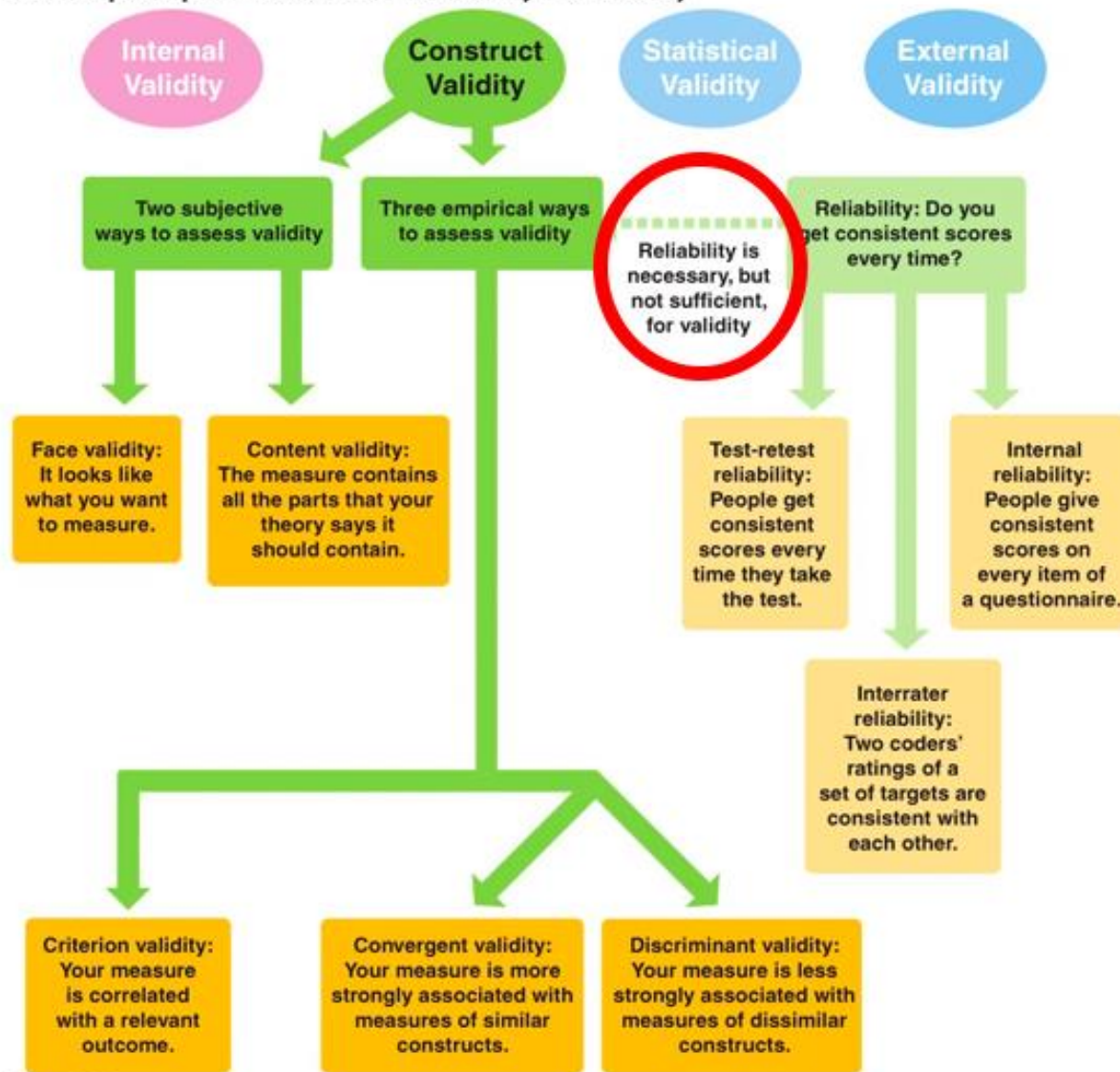


Figure 5.7

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## The Four Concepts for Research Validity

## 1. Reliability:

To which extent is the research reliable? Could we get the same results if we conduct it for a second time?

- ❑ Consistency and awareness of method's bias in the results are crucial.

## 2. Validity (internal validity):

Did the data reflect the truth?

- It is based on precision and accuracy of research.

### 3. Generalizability (external validity):

could the findings be applied outside of the conducted research?

- The results should be transferable to be applied on external contexts.

## 4. Credibility:

Who pays for the research? What are the reasons and motives?

- ❑ Participants' judgments are central to the credibility of the findings.

# **The Threats to Research Validity**



## Reliability threats:

- a. Subject error (the researcher gets different findings in different times, depending on the day and the psychological situation)
- b. Subject bias (the subject of the research could be biased and wants to satisfy the researcher)
- c. Observer error and bias (the situation when both conditions occur)

## Validity threats:

- a. History: change of the environment; ex. disaster.
- b. Testing: the experience of the respondents could affect the pre-tests and the whole testing process.
- c. Instrumentation: change in the measurement of participants in the period between the pre and post-test.
- d. Regression: unusual participants turn to be usual after later testing.
- e. Compensatory equalization of treatment: the tested groups will compete to get the best treatment and so pressure will occur.

## Generalizability threat:

- a. Selection: selecting a control group
- b. Setting: selecting a special setting
- c. History: selecting special memory or event from the past
- d. Construct effects: constructs specific only to one group

## The Four Alternative Concepts for Qualitative Research Validity

<b>Traditional Criteria for Judging Quantitative Research</b>	<b>Alternative Criteria for Judging Qualitative Research</b>
Internal validity	Credibility
External validity	Transferability
Reliability	Dependability
Credibility	Conformability

## **1. Credibility:**

The researcher must establish objective credible results and describe the results through the participant's eye.

## **2. Transferability:**

The results could be generalized and transferred to other contexts.

## **3. Dependability:**

This is also named as 'replicability/repeatability', which refers to the ability to find the same results if we conduct a second research.

## **4. Conformability:**

This step tends to measure the degree of results' confirmation or adoption by others.

## Advantages of Qualitative Research:

Qualitative research focuses on the human being and could be more efficient in describing the actual issues and experiences of the subjects more than the scientific data. Also, qualitative methods succeed to analyze and study the intangible variables as feelings, personal experiences, psyche, values, assumptions, etc. This research is highly responsive to complex phenomena and is useful for in-depth interpretations.

## Limitations of Qualitative Research:

- Risk of lack of generalizability to other settings.
- Not applicable to a large group of participants.
- Time consuming.
- The findings risk to be subjective and biased.

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