

# Qualitative Research And Evaluation Methods Patton

## BOOK REVIEW

### Qualitative Evaluation and Research Methods

Michael Quinn Patton, Sage Publications, Newbury Park, CA, 1990.

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My first exposure to "Qualitative Evaluation and Research Methods" was in a qualitative methods class. At the time, I was caught up in the current trend in management departments regarding the quantitative and qualitative research methods and, therefore, expected very little from the class. The growing need for academic success in my program required quantitative research of large sample size number crunching statistical analysis as the formula for publication and tenure. Faculty advised that we must quantify method (i.e., 30 or 50-100) but publishing our research was done after tenure.

As time passed, I could not help but notice that many of the foundations given of literature in my areas (marketing, management, case flow, quality, action, etc., Chomsky, 1985; Bower, 1975; Bergeron, 1986). With a renewed interest, I registered for a qualitative research class in the education school. It was there I was introduced to a richly developed a position for the highly qualitative research methodology. From there I transformed a qualitative research research research study into a qualitative or qualitative research inquiry theory building was only then was the theory built.

With this reviewer's biases now plainly exposed, this reviewer will (1) analyze Michael Quinn Patton and identify the changes he has made in the second edition, (2) summarize the three sections and nine chapters to help the reader discern the qualitative research process underlying qualitative research and to explore the potential it offers to enhance a researcher's effectiveness and efficiency, (3) discuss the strengths and weakness of the book, and (4) conclude with inspiration for the researcher. (Patton, 1994: 30197-199)

Michael Patton is a professor at the University of Minnesota and is on the national faculty of Union Graduate School at the Union Institute, Cincinnati, Ohio. He has served as the Director of the Minnesota Center for Social Research (1975-80) and the Director of the Caribbean Agricultural Extension Project (1980-89). He is the author of four other books: *Creative Evaluation*, *Legislative-Related Evaluation*, *Practical Evaluation*, and *How to Use Qualitative Methods in Evaluation*. He has worked on qualitative evaluation projects in the following areas: education, criminal justice, health, community health, manpower planning, private business, and others.

The first edition appeared in 1980. Changes in the second edition include: (1) a new chapter on the theoretical foundations of qualitative inquiry, chapter 3; (2) a new chapter on the ethical issues of quality and credibility in qualitative research and

how these issues can be strengthened and enhanced, chapter 9; and (3) new examples of applications for qualitative analysis. For special situations, Patton introduces several new concepts and application principles (i.e., rapid responsiveness, focus group interviews, future applications) to handle the particular requirements.

#### Chapter Summary

In the first section entitled "Conceptual Issues in the Use of Qualitative Methods" which includes the first four chapters, Patton explains the nature of the different qualitative research perspectives and the underlying paradigms and assumptions. Chapter 1 begins with "recognizing qualitative data." Three forms of data collection are: (1) in-depth, open-ended interviews, (2) direct observation, and (3) written documents. In other words qualitative data is all around us. He offers a series of questions to aid in the choice of methods to use based on the application of the research, such as "Who is the information for and who will use the findings?" and "What kinds of information are needed?" These questions and others surround the purpose and allow the researcher to strategically select time, place, format, and most importantly budget. After all, being extremely practical, Patton points us to the bottom line for researchers stating "Research, like diplomacy, is the art of the possible." Chapter 1 also includes a variety of illustrations demonstrating the various data collection techniques.

Chapter 2 deals with the "competing inquiry paradigms" of (1) logical positivism, which uses quantitative and experimental methods to test hypothetical-deductive generalizations, and (2) phenomenological inquiry, using qualitative and narrative approaches to inductively and holistically understand human experience in context-specific settings.<sup>1</sup> The themes to guide qualitative research are offered to aid the researcher in the selection of a research approach.

In chapter 3, Patton examines how qualitative methods contribute to the process of generating or confirming theory. To that end, the chapter elaborates 10 theoretical traditions (i.e., ethnography, phenomenology, systems theory, hermeneutic, case theory, hermeneutics, etc.) and the disciplinary roots from which they emerge. Patton describes these theoretical traditions in a fair amount of detail to help the researcher: (1) place his/her theoretical approach in the theoretical tradition of their discipline and, (2) view other traditions and explore the possibilities they might have to offer.

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**Qualitative research and evaluation methods Patton** are integral to understanding complex social phenomena, providing a rich and nuanced perspective that quantitative methods often overlook. Michael Quinn Patton, a leading figure in the field of evaluation, has made significant contributions to qualitative research methodologies. His work emphasizes the importance of context, the subjective nature of human experience, and the iterative process of inquiry. This article will explore Patton's qualitative research and evaluation methods, their significance, applications, and some key principles.

# Understanding Qualitative Research

Qualitative research is a methodological approach that focuses on exploring the meanings, experiences, and interpretations of individuals within their social contexts. Unlike quantitative research, which seeks to quantify data and generalize findings, qualitative research is more concerned with depth and understanding. It often employs various data collection techniques, such as interviews, focus groups, and observations, to gather detailed insights.

## Characteristics of Qualitative Research

The following are several key characteristics of qualitative research:

1. **Naturalistic Inquiry:** Qualitative research takes place in real-world settings, allowing researchers to observe participants in their natural environments.
2. **Focus on Meaning:** This approach emphasizes understanding participants' perspectives and the meanings they attach to their experiences.
3. **Subjectivity:** Qualitative research acknowledges the researcher's subjectivity and the influence of their perspectives on the research process.
4. **Inductive Reasoning:** Researchers often employ an inductive approach, building theories and insights from the data rather than testing pre-existing hypotheses.
5. **Flexibility:** Qualitative research designs are often flexible, allowing researchers to adapt their methods as new insights emerge during the study.

## Patton's Contributions to Qualitative Research and Evaluation

Michael Quinn Patton has profoundly influenced the field of qualitative research and evaluation methodologies. His work emphasizes the practical application of qualitative methods in various contexts, particularly program evaluation.

### Key Concepts in Patton's Approach

1. **Utilization-Focused Evaluation:** Patton advocates for evaluations that are designed with the specific needs of stakeholders in mind. This approach ensures that the evaluation findings are relevant, usable, and tailored to the audience.
2. **Flexible Evaluation Design:** Patton encourages evaluators to remain open to changing their methods as new information arises. This adaptability allows for a more responsive evaluation process that can

incorporate emerging themes and insights.

3. **Triangulation:** Patton emphasizes the importance of using multiple data sources and methods to validate findings. Triangulation enhances the credibility and reliability of qualitative research by providing a more comprehensive view of the research question.

4. **Contextual Understanding:** Recognizing the importance of context, Patton argues that qualitative evaluations must consider the environment in which programs operate. This context includes cultural, social, and economic factors that may influence outcomes.

5. **Stakeholder Engagement:** Patton highlights the importance of involving stakeholders throughout the evaluation process. Engaging participants not only enriches the data but also fosters a sense of ownership and responsibility for the evaluation's outcomes.

## **Data Collection Methods in Qualitative Research**

Patton's qualitative methods encompass various data collection techniques that facilitate in-depth exploration of research questions.

### **Common Data Collection Techniques**

#### **1. Interviews:**

- **Structured Interviews:** Follow a predetermined set of questions to ensure consistency across interviews.
- **Semi-Structured Interviews:** Combine a fixed set of questions with the flexibility to explore topics in greater depth based on participants' responses.
- **Unstructured Interviews:** Allow for an open conversation, where the interviewer can explore topics as they arise naturally.

#### **2. Focus Groups:**

- Group discussions led by a facilitator that encourage interaction among participants. Focus groups can reveal shared beliefs, attitudes, and experiences.

#### **3. Observations:**

- Involves systematically watching participants in their natural settings to understand behaviors and interactions within their context.
- Observations can be participant or non-participant, depending on the researcher's involvement in the setting.

#### **4. Document Review:**

- Analyzing existing documents, such as reports, emails, or meeting minutes, to gather insights and context

about the program or phenomenon being studied.

## **Data Analysis in Qualitative Research**

Data analysis in qualitative research is an iterative and often complex process. Patton advocates for a systematic approach that allows researchers to identify patterns, themes, and insights from qualitative data.

### **Analytical Techniques**

1. **Thematic Analysis:** Identifying and analyzing themes within qualitative data. This involves coding the data and organizing it into meaningful categories.
2. **Content Analysis:** Involves systematically categorizing textual data to identify the frequency of certain words, phrases, or concepts.
3. **Narrative Analysis:** Focuses on understanding the stories individuals tell and how these narratives shape their identities and experiences.
4. **Grounded Theory:** Aims to develop theories based on the data collected rather than testing existing theories. Researchers iteratively compare data and codes to develop a theoretical framework.

## **Ensuring Rigor and Credibility in Qualitative Research**

Patton emphasizes the importance of rigor and credibility in qualitative research. There are several strategies researchers can employ to enhance the trustworthiness of their findings.

### **Strategies for Ensuring Rigor**

1. **Triangulation:** Using multiple sources and methods to validate findings enhances credibility.
2. **Member Checking:** Involving participants in reviewing and verifying findings ensures accuracy and relevance.
3. **Rich, Thick Descriptions:** Providing detailed descriptions of the context and participants helps readers understand the setting and nuances of the study.

4. **Peer Review:** Engaging colleagues or other researchers in reviewing the study can provide valuable feedback and enhance the credibility of the research.
5. **Reflexivity:** Researchers should reflect on their own biases, assumptions, and influences throughout the research process, acknowledging how these factors may shape the study.

## **Applications of Patton's Qualitative Methods**

Patton's qualitative research and evaluation methods are widely applicable across various fields, including education, health, social services, and community development. Some common applications include:

1. **Program Evaluation:** Assessing the effectiveness and impact of programs and interventions, with a focus on stakeholder needs and context.
2. **Needs Assessment:** Identifying the needs and preferences of target populations to inform program development and implementation.
3. **Policy Analysis:** Evaluating the implications and outcomes of policies, with an emphasis on understanding the experiences of affected individuals.
4. **Community Research:** Engaging community members in research to inform local initiatives and address community-specific issues.

## **Conclusion**

Qualitative research and evaluation methods as articulated by Michael Quinn Patton offer powerful tools for understanding complex social phenomena. By emphasizing context, stakeholder engagement, and the subjective nature of human experience, Patton's approach provides depth and insight that are critical for effective program evaluation and decision-making. As qualitative methods continue to evolve, Patton's contributions remain foundational, guiding researchers and evaluators in their pursuit of knowledge and understanding in diverse settings. In an increasingly complex world, the importance of qualitative research in informing practice and policy cannot be overstated.

## **Frequently Asked Questions**

## **What are qualitative research methods according to Michael Patton?**

Qualitative research methods, as outlined by Michael Patton, focus on understanding human experiences, behaviors, and social phenomena through in-depth interviews, focus groups, and observations. They emphasize the meanings individuals assign to their experiences.

## **How does Patton define evaluation in qualitative research?**

Michael Patton defines evaluation in qualitative research as a systematic process of collecting and analyzing data to assess the effectiveness, efficiency, and relevance of programs or interventions, focusing on the contextual understanding of outcomes.

## **What is the significance of stakeholder involvement in Patton's qualitative evaluation methods?**

Stakeholder involvement is crucial in Patton's qualitative evaluation methods as it ensures that diverse perspectives are considered, enhances the relevance of findings, and promotes buy-in for the evaluation process and its outcomes.

## **What are some common data collection techniques in qualitative research as per Patton?**

Common data collection techniques in qualitative research according to Patton include in-depth interviews, focus group discussions, participant observation, and document analysis.

## **How does Patton suggest addressing bias in qualitative research?**

Patton suggests addressing bias in qualitative research by employing triangulation, which involves using multiple data sources, methods, or perspectives to validate findings and reduce the influence of individual biases.

## **What is the role of themes in qualitative data analysis according to Patton?**

In qualitative data analysis, Patton emphasizes the role of themes as patterns that emerge from the data, helping researchers organize and interpret findings to draw meaningful conclusions and insights.

## **What is the purpose of using a case study in qualitative research as per Patton's approach?**

The purpose of using a case study in qualitative research, according to Patton, is to provide an in-depth understanding of a particular instance or phenomenon within its real-life context, allowing for rich, detailed insights.

How does Patton differentiate between qualitative and quantitative research methods?

Patton differentiates qualitative from quantitative research methods by highlighting that qualitative methods focus on understanding the quality and depth of human experience, while quantitative methods emphasize measurement and statistical analysis.

**What are the ethical considerations in qualitative research highlighted by Patton?**

Patton highlights ethical considerations in qualitative research such as informed consent, confidentiality, and the respectful treatment of participants, ensuring their rights and well-being are prioritized throughout the research process.

How can qualitative evaluation contribute to program improvement according to Patton?

Qualitative evaluation can contribute to program improvement by providing detailed feedback on program processes, identifying strengths and areas for enhancement, and offering contextual insights that can inform decision-making and future planning.

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