



"Investing in Africa's Future"

**COLLEGE OF SOCIAL SCIENCES, THEOLOGY,
HUMANITIES AND EDUCATION**

NHPS244 Qualitative Research Methods

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER/DECEMBER 2021

Mr. D. Gwasira.

DURATION: WITHIN 5 HOURS

INSTRUCTIONS

1. Do NOT write your name on the answer sheet.
2. Answer One question from the Three questions.
3. Begin your answer for each part of the question on a new page e.g
a) , b) and c).
4. Each question is worth a total of 100 marks.
5. Credit is given for neat, well-written and lucid work.

Question 1

A common sampling strategy in qualitative research is purposeful sampling.

- (a) What does purposeful sampling mean? (20 Marks)
- (b) Give an example of a “purpose” that can be used to select participants in psychological research? (20 Marks)
- (c) In view of the Covid 19 pandemic which has negatively impacted on the social life, health services and economies of many countries, you decide to conduct a qualitative study focusing on frontline workers and developed the following research question, **“What are the perceptions of frontline workers (nurses, social workers) on the healthcare services available in responding to Covid 19 pandemic?”** Describe how you would select the Frontline workers as participants in an interview study and how you would conduct the interview. (60 Marks)

Question 2

A research team is investigating the factors influencing smartphone purchase in a technologically developing country. The researcher intends to perform a qualitative study and to use purposive sampling and interviewing. They came up with a list containing 6 initial sampling criteria, namely (1) income, (2) gender, (3) age, (4) level of education, (5) location (urban or rural), (6) occupation. Based on the budget and resource constraints they can only consider interviewing a maximum of 40 people. Identify and describe at least 5 theoretical aspects that need to be taken into account in determining the sample size for this study (100 Marks)

Question 3

A friend of yours is considering enrolling at a tertiary institution to pursue a Psychology degree programme. After reviewing the program requirements at a few institutions, your friend wants to know why he needs to take a course in qualitative research methods? He explains that he doesn't want to be a researcher and how could that course help him.

- (a). Provide a response to your friend's question that describes the short-term (as a student) and long-term (career-related) benefits of a research methods course. (40 Marks)
- (b). Compare and contrast the quantitative and qualitative approaches to research. Include in your response a brief discussion or an example of how the two approaches can complement each other. (60 Marks)