

FAQ 5: How should qualitative research be evaluated?

What's the issue?

Qualitative research is usually evaluated differently than quantitative research, especially by ethnographers. As the data collection is often of a nature that is harder to be repeated (such as surveys or experiments, for instance), qualitative researchers came up with different a set of quality measures, such as credibility, dependability, transferability, confirmability (see Guba and Lincoln, 1989), members checking, and others.

Common practice

Researchers usually demonstrate credibility, in the ["qualitative" denoted va](#)
[proof to scientific objectivity. Qualitative methods are often semi-structured or un](#)
[which makes it difficult to determine in advance what researchers want to "measur](#)
[to replicate an observation, a focus group, or an intervie](#)

Kvale, S. (1996). *InterViews: An introduction to qualitative research interviewing*. London: Sage Publications.