



## Metamorphosis in the Magnitude of Qualitative Research Acquisition

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# METAMORPHOSIS IN THE MAGNITUDE OF QUALITATIVE RESEARCH ACQUISITION

## Abstract:

Writing a report always makes some ways to understand some basic features of assigned responsibilities or agenda, which are determined to develop a mission putting vision forward. Professor Markus Schuckert, a visionary person-in-charge of teaching qualitative research at SHTM, PolyU, has brought metamorphosis in my magnitude of research acquisition. Besides, his directorship with qualitative behaviour, full of life and academic motivation of the research, has brightened the future of research world, where other PhD aspirants and I will be contributing to the development of the society with maximum impact. The current report aims to reflect my critical thought and reasoning gained from *Qualitative Research Methods for Hotel and Tourism Management* that I went through as my PhD Compulsory Coursework. By adopting first-person narrative and soliloquy method<sup>1</sup>, the current reflection has made some comments, shared experience and feeling by asking self-question and answers focused on class lecture and academic pamphlets. In the end, the story has proposed some recommendations for future tutorial implication.

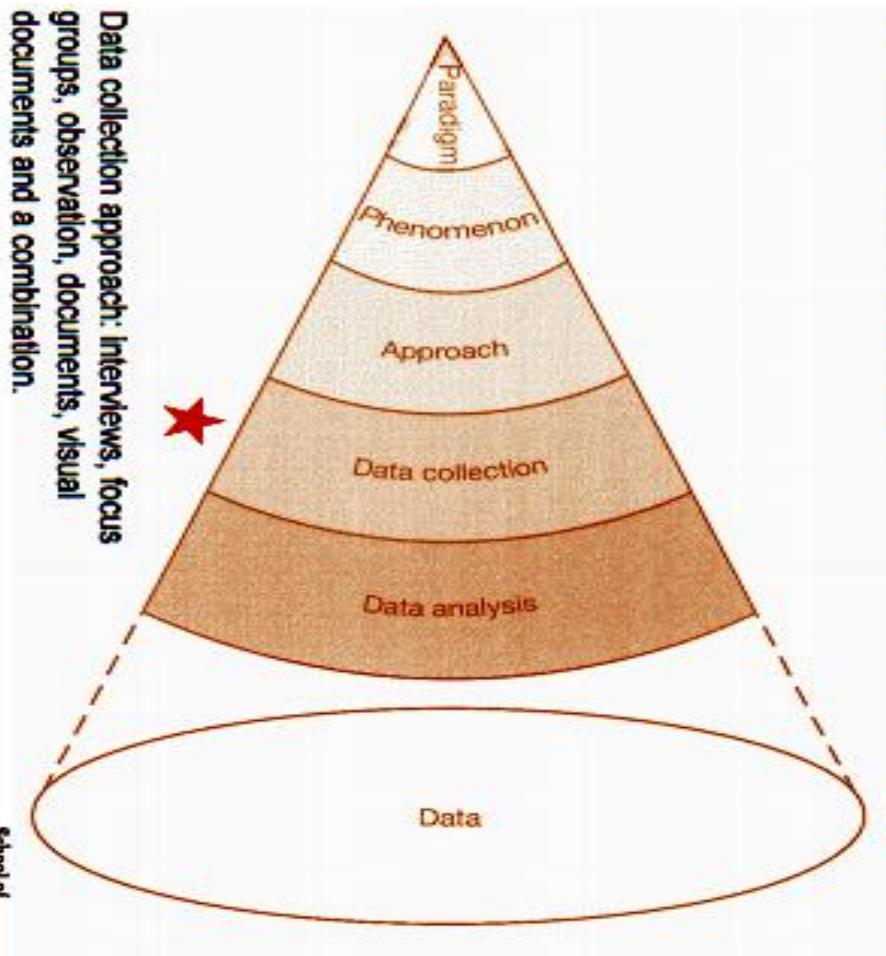
**Keywords** qualitative research, soliloquy method, hotel and tourism management

## 1. LIFE CYCLE#1

I was a valuable scrape in my country; '*Beautiful Bangladesh*'. I was a lotus in a small pond. In the ocean of research, I have been growing qualitative *from simple to complex*. My transformation is being vivid nowadays. Now, I can appreciate from *grounded theory to content analysis*, from *phenomenology to projective technique*, from *documents to Delphi Technique*; thus, the list goes immense. The following figures 1 & 2 based on Class Pamphlets of Schuckert (2016) have been a light to show the dark way of research planning. The following questions are set to soliloquize<sup>1</sup> me.

*Soliloquy<sup>1</sup> method is imagined by the author of this report under the innovative research scheme of Schuckert, M., (2016), Class Lectures, HTM6007/Qualitative Research Methods for Hotel and Tourism Management, SHTM, PolyU. Soliloquy method may play the role of the window, that dictates individual to speak to himself/herself for better evaporation of thoughts (Hasegawa, 2011).*

## Choice of Data Collection



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Figure: 1. Choice of data collection

## Research Proposal Flow Chart

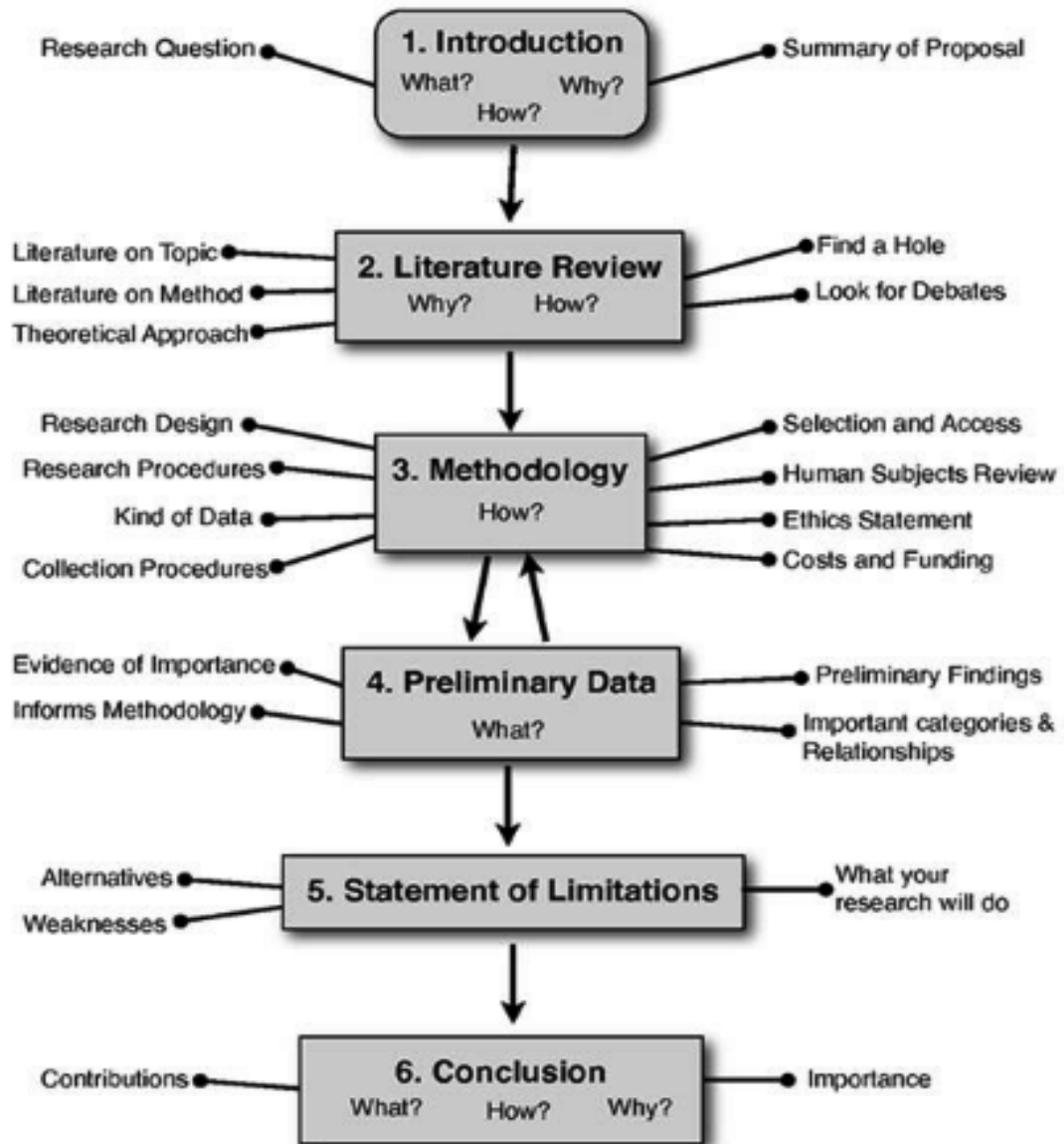
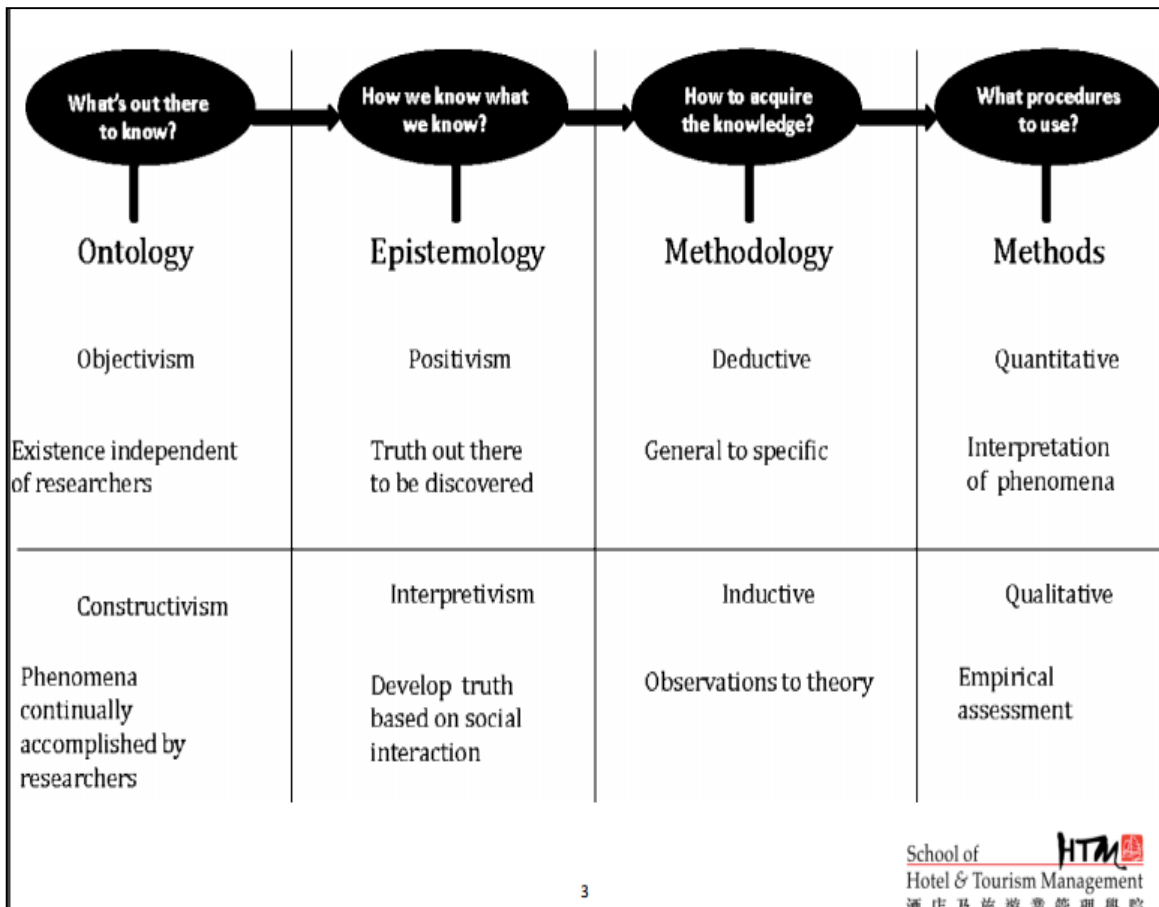


Figure: 2. Research proposal flow chart

**Q: What was my problem with research understanding and has the problem been solved?**

**Ans:**

Avenues of research were known to me. But, they went through the dead end. I was not aware of theories that can become a skeleton of research. I was with the thoughts that my research method is rigid, and there are many doors open for me to enter, document to archive, collage to symbols, observation to customer/guest/user-generated contents (Holt, 2002). I was not strongly confident about the influence of qualitative research in society in comparison to quantitative. I grew changed, and come to understand that research is for human life, culture, hue, cries, happiness, experience, feelings and destiny. These aspects can be best answered by qualitative research (Johnson, 2008). The following figures 3 and 4 based on Class Pamphlets of Schuckert (2016) have kept me climbing from the more profound gap of upper understanding of the research:



**Figure: 3. Research Position & Perspective**

Approach/ Dimension	Narrative	Phenomenology	Grounded Theory	Ethnography	Case Study
Focus	Exploring the life of an individual	Understanding the essence of experiences about a phenomenon	Developing a theory rounded from data in the field	Describing and interpreting a cultural or social group	Developing an in-depth analysis of a single case or multiple cases
Data Collection	Primary interviews and documents	Long interviews with up to 10 people	Interviews with 20-30 individuals to "saturate" categories and detail a theory	Primarily observations and interviews with additional artifacts during extended time in the field (e.g. 6 months to a year)	<ul style="list-style-type: none"> <li>Multiple sources including documents, archival records, interviews, observations,</li> <li>Physical artifacts</li> </ul>
Data Analysis	<ul style="list-style-type: none"> <li>Stories</li> <li>Epiphanies</li> <li>Historical content</li> </ul>	<ul style="list-style-type: none"> <li>Statements</li> <li>Meanings</li> <li>Meaning themes</li> <li>General description of the experience</li> </ul>	<ul style="list-style-type: none"> <li>Open coding</li> <li>Axial Coding</li> <li>Selective Coding</li> <li>Conditional Matrix</li> </ul>	<ul style="list-style-type: none"> <li>Description</li> <li>Analysis</li> <li>Interpretation</li> </ul>	<ul style="list-style-type: none"> <li>Description</li> <li>Themes</li> <li>Assertions</li> </ul>
Narrative Form	Detailed picture of an individual's life	Description of the "essence" of the experience	Theory or theoretical model	Description of the cultural behavior of a group or an individual	<ul style="list-style-type: none"> <li>In-depth study of a "case" or "cases"</li> </ul>

**Figure: 4.** Research Approaches and Research Position

So, may I think? Am I relieved from the problem? I want to answer this by making an anecdote. Please suppose, when we write something on the computer; we take its printed-copy instead of checking minutely whether the error remains; because problem or mistake cannot be well checked or noticed on the surface of the monitor. The same occurs in my case, my question of understanding research has been significantly narrowed; further, the development will be being gradually appeared, I confidently reckon, through my practical involvement into research, more precisely, the more I am a troubleshooter, the more I am quicker to solve the trouble of research (Langdridge & Hagger-Johnson, 2009).

**Q: What is my experience based on Class Pamphlets of Schuckert (2016)?**

**Ans:**

Ontology is the study of beings or their being — what is.

Epistemology is the study of knowledge — how we know.

Logic is the study of valid reasoning — how to reason.

Ethics is the study of right and wrong — how we should act.

Phenomenology is the study of our experience — how we experience. (Scotland, 2012)

**Q: What is my observation?**

Ans:

*'Things are available, but innovation is not...'* as reflected in figures 5 and 6 that based on Class Pamphlets of Schuckert (2016).

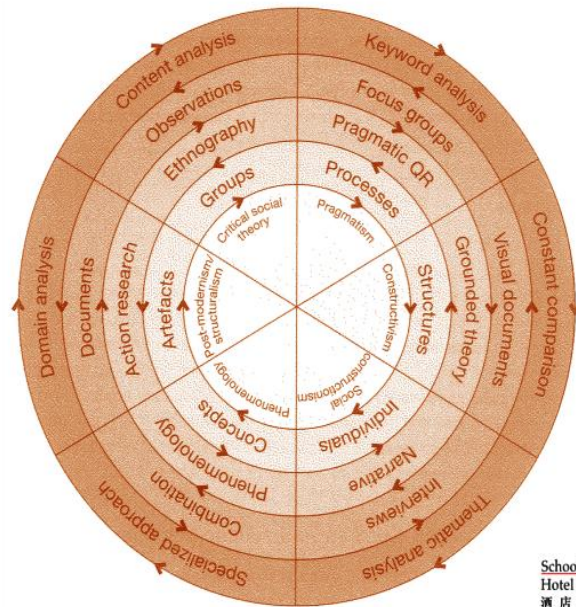


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**Figure 5.** *'Things are available, but innovation is not...'*

### Reserach Choices in Qualitative Reserach



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**Figure 6.** Research choices in qualitative research

## 2. LIFE CYCLE#2

X wears a cute hat; his shoes are beautiful as well. When he was roaming on the street, beholders keep commenting 'wow'. Why? For his cute hat or shoes? Not at all! He did not wear the traditional trouser, and a large tree leaf served as trouser. Yes! I am talking of 'Innovative Surprise'; without it, research lacks 'wow' as in figure 7 based on Class Pamphlets of Schuckert (2016).

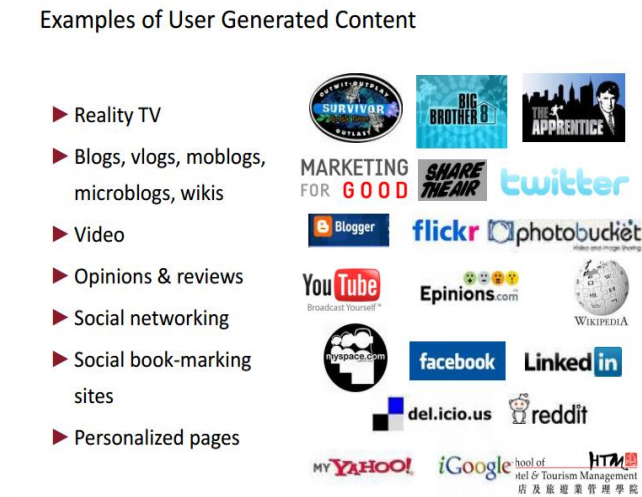


Figure: 7. Examples of user generated content

## 3. RECOMMENDATIONS

Textual qualitative sampling and sample size pamphlets may be given to students for the future study reference. More practical, class and group presentation may grow students' confidence. The full paper submission may be cooked through a series of assignments, for example, in time of two weeks—introduction; in six weeks—literature review; in eight weeks—method; finally ordering a full paper. The latest edition of qualitative research handbook (start to finish) can be distributed to the students for quick reference when they are at the bay of deciding fieldwork or data analysis or theoretical approach (Bernard & Bernard, 2013).

## 4. LIFE CYCLE#0

Thus, my report comes to an end, it signifies, I am born again to reboot 'philosophia' love of wisdom (Bealer, 1996). Knowledge goes known and unknown. Academia is infinite; it forcefully starts where it ends. The same goes for me. HTM6007/Qualitative Research Methods for Hotel and Tourism Management has given me immunization to stand on my transcendentalism towards research.

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