

RESEARCH SEMINAR 1



**PHENOMENOLOGICAL
RESEARCH**

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DEFINITION

1

a qualitative research approach that seeks to understand and describe the universal essence of a phenomenon

2

investigates the everyday experiences of human beings while suspending the researchers' preconceived assumptions about the phenomenon.

3

phenomenological research studies lived experiences to gain deeper insights into how people understand those experiences

CHARACTERISTICS

1 *Phenomenological research design is descriptive.*

2 *Qualitative phenomenological research design aims to uncover what a particular experience means to a group of people and how they experienced it*

3 *requires researchers to set aside their prejudices and a priori assumptions and focus mainly on the immediate experience.*

4 *requires the researcher to first describe the lived experiences objectively and then reflect on the description with reference to the existing theories about the phenomenon*

METHODS

1

PARTICIPANT OBSERVATION

researcher is immersed om the day to day activities of the participants

2

INTERVIEWS

3

CONVERSATION WITH PARTICIPANTS

4

ANALYSIS OF PERSONAL TEXT

5

ACTION RESEARCH

6

FOCUS MEETING

PROCEDURE

- 1 *Identification of the phenomenon*
- 2 *Development of a detailed description of the phenomenon*
- 3 *Bracketing personal prejudices and a priori assumptions*
- 4 *Collection of data from the participants*
- 5 *Data analysis*
- 6 *Development of a composite description of the phenomenon*
- 7 *Presentation the description*



**THANK YOU
FOR LISTENING!**