

A PERFECT 10 – IN THE HL QUALITATIVE RESEARCH METHODS PAPER

Describe the use of inductive content analysis (thematic analysis) in this study.
[10 marks]

Inductive content analysis is a measure of analysing data in a qualitative study. It involves the grounded theory – transferring a low order theme to a high order theme and IPA (Interpretative Phenomenological Analysis).

The data collection is the first step which is done by semi-structured interview in this stimulus material. The data from the interview was “recorded” in the stimulus material which is then transcribed either by verbatim or postmodern transcription.

Recorder themes are identified by transcription and then a step-by-step analysis is done to classify different sub-themes.

The reading and re-reading of the data transcription several emergent themes are extracted which are then classified into different themes. These different sub-themes are analysed critically and further categorised into higher order themes. This categorisation process is evident in the stimulus material – “the content analysis showed that participant’s motivation could be categorised into four major or higher-order themes”.

The stimulus material provides a detailed description of the four higher-order themes such as excitement and entertainment, emotional coping, and escaping from reality and interpersonal and social needs.

These higher-order themes are then produced as a summary table after no more themes can be identified.

This summary table is the produced account which is used for deriving the conclusion. As in the stimulus material “the researchers concluded that online gaming had the potential to be addictive.”

Each step of the inductive content analysis requires credibility checks. For example, credibility checks by other researchers, coding, and reflexivity. These credibility checks appear on the margins and finally produce an account of the participants view rather than the researchers, thereby making the study trustworthy. Though the stimulus material did not present any kind of credibility checks employed by the researcher, there is evidence of four higher-order themes makes the conclusions reliable as the study measures what it is expected to (psychological motivation to participate in online games).

Commented [DB1]: The command term has been modified from the original learning outcome: **LO12. Explain how researchers use inductive content analysis (thematic analysis) on interview transcripts**

The response clearly describes the process of inductive content analysis, and critical thinking is shown by her then explaining why the process is followed to add validity to the results and conclusion of the study.

[The question is answered in a focused and effective manner and meets the demands of the command term.]

Commented [DB2]: One of many places in the response where the stimulus material is referred to support the inductive content analysis methodology.

[The response demonstrates a critical understanding of qualitative research methodology applied to the stimulus material.]

Commented [DB3]: There is very clear understanding of the process of inductive content analysis.

[The answer is supported by appropriate and accurate knowledge and understanding of qualitative research methodology.]

THE 8-10 MARKBAND FOR HL PAPER 3 RESPONSES

To be awarded marks within the 8-10 range, response must meet the following criteria (this is dictated by the examiner’s Mark Scheme):

The question is answered in a focused and effective manner and meets the demands of the command term. The answer is supported by appropriate and accurate knowledge and understanding of qualitative research methodology. The response demonstrates a critical understanding of qualitative research methodology applied to the stimulus material.

Commented [DB4]: Critical thinking coming through clearly. Knowledge of the research methodology being applied to the stimulus material and critically analysing it. Here, the **justified argument** is that the conclusions drawn by the research study are valid.

[The response demonstrates a critical understanding of qualitative research methodology applied to the stimulus material.]

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COMMENT

The respondent clearly understands the process here, but not just that – she understands why this methodology is being employed. She is able to link it specifically to the stimulus material, and critically argue that the research, while not perfect, still follows the process closely enough to make the results and conclusions drawn by these researchers, valid.

MARK AWARDED

Clearly at the very top of this markband range: **10**