

CHAPTER 8

Deductive Qualitative Analysis Approach

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8.1 INTRODUCTION

Qualitative analysis is an essential aspect of social science research that involves interpreting and understanding the meaning of data through the examination of narrative or textual data (Mohajan, 2018). Qualitative analysis can be approached in different ways, but deductive qualitative analysis is a commonly used method that involves applying a preexisting theoretical framework or research question to analyse the data.

Deductive research is an approach to science where researchers confirm existing theories or test hypotheses. It relates to theory testing, in which the researcher develops a hypothesis or hypotheses and designs a research strategy to evaluate the developed theory. The inductive approach, on the other hand, seeks to develop a hypothesis, with the researcher starts by accumulating facts in order to come up with a theory (Haque, 2022). Inductive and deductive reasoning work hand in hand to allow researchers to understand social theory fully.

In the Deductive Qualitative Approach (DQA) research starts with a preliminary concept that can consist of loosely formulated hunches based on personal or professional

experience, structured theories or a set of ideas that form a model for how things work.

Nowadays, the principle of deductive qualitative analysis is noticeable and robust due to greater demand for concrete findings of the ICT field. Another significant consideration is that deductive qualitative strategy during case study is considered appropriate for investigating issues, understanding problems, clarifying ideas, verifying and justify the process, context and event related to the research. One crucial part is deductive strategy can increase the trustworthiness of qualitative research. Figure 8.1 shows the Deductive Qualitative Approach (DQA).

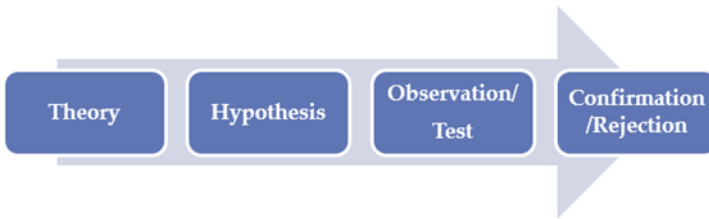


Figure 8.1 Deductive Qualitative Approach

In the above Figure 8.1, studies using deductive approach follow the following stages:

- (1) Deducing hypothesis from theory.
- (2) Formulating hypothesis in operational terms and proposing relationships between two specific variables
- (3) Testing hypothesis with the application of relevant method(s). These are quantitative methods such as regression and correlation analysis, mean, mode and median and others.

- (4) Examining the outcome of the test, and thus confirming or rejecting the theory. The findings need to be compared with literature review findings when analysing test results.
- (5) Modifying theory in instances when hypothesis is not confirmed.

Deductive analysis, often referred to as a priori analysis, is the application of theory to data to assess the validity of the theory. Since the analysis is guided by a broad theoretical framework in the beginning, this strategy can be considered a “top-down” strategy. Existing codes used to categorize and organize data are typical examples of this method in qualitative research. These codes may be created based on observations made in the organization being studied, or they may be drawn from ideas found in the literature, theories, or research hypotheses. By using hypothesis testing, which is based on theoretical claims, the deductive process can be made clearer.

This chapter provides a general overview of deductive qualitative analysis methods. It also emphasizes some important points to remember in conducting this type of study. The use of DQA in developing conceptual models will then be described, along with how it is used as a reference to find additional components for phenomena related to models that have not yet been established.

This chapter begins with Section 8.2 which presents the history of DQA. Section 8.3 details the DQA procedure and how it is used in research while Section 8.4 covers the benefits and drawbacks of DQA. Section 8.5 discusses the considerations for conducting DQA and finally, Section 8.6 of this chapter offers the conclusions reached on the main factors of performing DQA.