

Grounded Theory: A Complex Methodology Of Qualitative Research

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Abstract

Grounded theory a powerful qualitative research method is a systematic set of procedures to develop an inductively derived grounded theory about a phenomenon. The procedures are based on the systematic generating of theory from data, that is systematically obtained from social research and offers a rigorous, orderly guide to theory development that at each stage is closely integrated with a methodology of social research.. Grounded theory purely a qualitative method attempt to integrate the strengths inherent in qualitative method with quantitative approaches. with the differences between glasers and strauss version of grounded theory ,it combined the depth and richness of qualitative interpretive traditions with the logic, rigor and systematic analysis inherent in qualitative research .Grounded theory could be distinguished from other qualitative methods because of its goal of generating theory together with its completeness of method.

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