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Qualitative research in healthy physical activity

Qualitative research methods are now commonly employed to examine healthy physical activity. Researchers from a range of disciplines, such as adapted physical activity, exercise psychology, physical education and socio-cultural studies of fitness, use methods that include interviews, participant observation, text analysis, action research, narrative inquiry, case study and ethnography. However, to produce high quality research, a qualitative health researcher needs to make informed choices to select the methodology that best serves the research purpose. In this talk, I offer insights into designing qualitative research projects on healthy physical activity, through a paradigmatic approach that ensures credible, coherent, and consistent research outcomes.

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