


QUALITATIVE RESEARCH



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What do you already know?

- What is research?
- What is quantitative research?
- What is qualitative research?


Comparison of quantitative and qualitative research methodology
 (<http://www.ccs.neu.edu/course/is4800sp12/resources/qualmethods.pdf>)

	Quantitative	Qualitative
General framework	Seek to confirm hypotheses about phenomena Instruments use more rigid style of eliciting and categorizing responses to questions Use highly structured methods such as questionnaires, surveys, and structured observation	Seek to explore phenomena Instruments use more flexible, iterative style of eliciting and categorizing responses to questions Use semi-structured methods such as in-depth interviews, focus groups, and participant observation
Analytical objectives	To quantify variation To predict causal relationships To describe characteristics of a population	To describe variation To describe and explain relationships To describe individual experiences To describe group norms

Data format	Numerical (obtained by assigning numerical values to responses)	Textual (obtained from audiotapes, videotapes, and field notes)
Flexibility in study design	Study design is stable from beginning to end Participant responses do not influence or determine how and which questions researchers ask next Study design is subject to statistical assumptions and conditions	Some aspects of the study are flexible (for example, the addition, exclusion, or wording of particular interview questions) Participant responses affect how and which questions researchers ask next Study design is iterative, that is, data collection and research questions are adjusted according to what is learned

Study designs


- Ethnography – understanding a ‘culture’
- Phenomenology – understanding through individual experiences
- Grounded theory – generating an understanding through opinions
- Participatory action research – understanding by looking at themselves



Sampling

The key requirement → Representativeness

- Purposive
- Quota



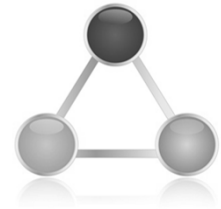
Methods of data collection

- Observations
 - Participant
 - Non-participant
- Interviews
 - Focus Group Discussions
 - Individual interviews
- Analysis of documents

Triangulation

Collating evidence from more than one

- Sources
- Methods
- Researchers
- Theories



To enhance the credibility

Mixed method approach

- Combining both quantitative and qualitative research approaches



Uses of qualitative methods

- To explore a topic / concept
- To formulate / verify theories
- To develop questionnaires for quantitative studies
- To widen the understanding obtained from quantitative studies

Analysis of qualitative data

Group work

- Recording – audio / video / field notes
- Transcription
- Thematic analysis
 - Coding framework
 - Coding
- Establishing relationships between concepts



Presentation of qualitative data

Discussion of examples:

- Oral – face-to-face presentation
- Manuscript