


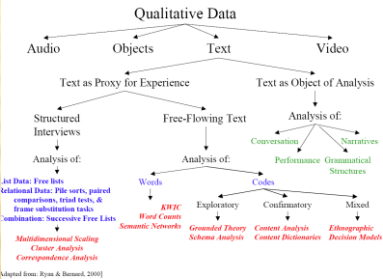
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QUALITATIVE METHODS-MURIA

WHAT WE THINK ABOUT QUALITATIVE METHODS



"Impressive, Meyers, but let's stick to your quantitative projections."

SOURCES OF QUALITATIVE DATA



Qualitative Data

- Audio
- Objects
- Text
 - Text as Proxy for Experience
 - Structured Interviews
 - Analysis of:
 - Free Lists
 - Free Lists, paired comparisons, triad tests, & frame substitution tasks
 - Successive Free Lists
 - Multidimensional Scaling
 - Cluster Analysis
 - Correspondence Analysis
 - Text as Object of Analysis
 - Free-Flowing Text
 - Analysis of:
 - Words
 - Free Lists
 - Free Lists, paired comparisons, triad tests, & frame substitution tasks
 - Successive Free Lists
 - Multidimensional Scaling
 - Cluster Analysis
 - Correspondence Analysis
 - Codes
 - Exploratory
 - Confirmatory
 - Mixed
 - Analysis of:
 - Conversation
 - Narratives
 - Performance
 - Grammatical Structures
 - Video

Adapted from: Ryan & Bernard, 2000

Where Do Qualitative Data Come From?

Techniques for Producing Qualitative Data

- Indirect Observations
- Direct Observations
 - Continuous Monitoring
 - Spot Sampling
- Elicitation Techniques
 - Unstructured
 - Semi-Structured
 - Structured
- Mixed Methods
 - Case Studies & Participant Observation

Types of Elicitations

- Unstructured
 - Informal or Casual
 - Ethnographic
- Semi-Structured
 - Semi-Standardized
 - Open-ended
 - Successive Free Listing & Focus Groups
 - Close-ended
 - Factorial Designs & Surveys with Skip-patterns
 - Standardized
 - Surveys & Questionnaires
 - Open-ended
 - Close-ended
 - Domain Elicitation
 - Free Lists, Pile Sorts, Triads Tests, Paired Comparisons, Frame Substitutions
- Mixed
 - Ethnographic Decision Models

DEVELOPING A QUALITATIVE RESEARCH PROPOSAL

Problem/Issue/Topic

Theory and Conceptual Framework

RESEARCH QUESTION!!! KEY

Research Design

Defining the Case

Methods
Types of data
Types of interviews

Sampling
Sampling frame
Sample Size

WRITING A GOOD PROPOSAL

- ✘ Audience and language.
- ✘ Conceptual framework elaborated
- ✘ Relevant research question stated well.
- ✘ Design – appropriate to research question, unit of analysis defined, feasible, mixed methods explained clearly

WRITING A GOOD PROPOSAL

- ✘ Methods – appropriate to research question and explained in detail. Sampling explained thoroughly.
- ✘ Analytic plan – detailed and appropriate to methods and research question.

COMMON PROBLEMS WITH QUALITATIVE METHODS PROPOSAL WRITING

- ✘ Confusing a topic with a research question
- ✘ No conceptual framework
- ✘ Weak link between research question and elements of research design
- ✘ Epistemological issues: e.g. Don't do phenomenology with short-answer frame substitution questions.

CONCEPTUAL FRAMEWORKS

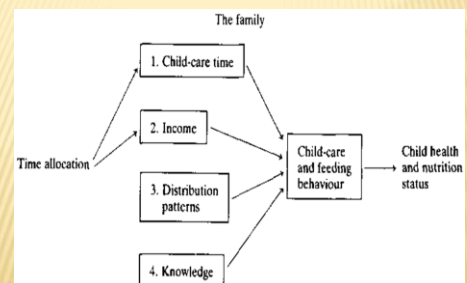
- ✘ Simplifications of complicated, real things (Bernard and Ryan)
- ✘ "A leads to or causes B"
- ✘ Arrows and figures

CONCEPTUAL FRAMEWORKS

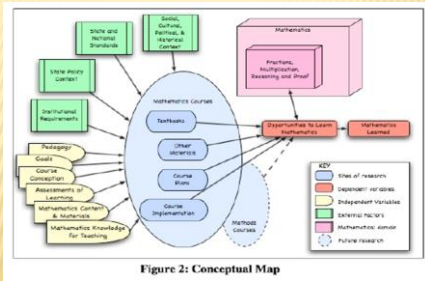
To build a good conceptual framework:

1. identify the key constructs to be included
2. show linkages among constructs- identify how they are related and show this visually
3. Test that the relationships hold for at least the majority of cases being modelled

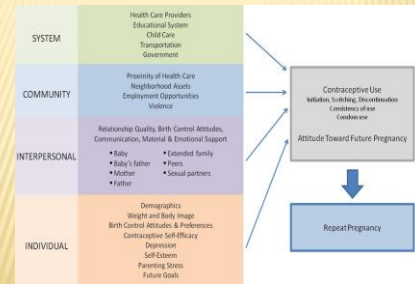
CONCEPTUAL FRAMEWORKS



CONCEPTUAL FRAMEWORKS



CONCEPTUAL FRAMEWORKS



YOUR RESEARCH QUESTION DETERMINES YOUR STUDY DESIGN

- ✘ Is question exploratory or confirmatory?
- ✘ What mix (if any) of qual and quant data will you need?
- ✘ Do you need probability sampling at any stage of the research to answer the question?
- ✘ What is your unit of analysis?

YOUR RESEARCH QUESTION....

- ✘ What should your sample strategy and size be to answer the question?
- ✘ Do you need longitudinal or cross-sectional data?
- ✘ Do you need unstructured free flowing responses or structured responses, or both?
- ✘ What contextual data will you need?

TYPES OF RESEARCH QUESTIONS

- **Exploratory/Descriptive:**
 - ✘ - Inductive, grounded theory, often interpretive approach
 - ✘ - Often, not always, qualitative
 - ✘ - Seeks idiographic knowledge
 - ✘ - Research designs vary greatly, often eclectic
 - ✘ - Purposeful sampling often needed

TYPES OF RESEARCH QUESTIONS

- **Confirmatory/hypothesis testing:**
 - ✘ - Deductive, positivist approach
 - ✘ - Privileges the quantitative
 - ✘ - Seeks nomothetic knowledge
 - ✘ - Research designs are formal – pretest-posttest etc.
 - ✘ - Probability sampling needed

GROUNDING THEORY VERSUS PHENOMENOLOGY QUESTIONS

- ✦ Grounded theory research question: "What's going on here?"
- ✦ Phenomenology: Research question may be left implicit

- ✦ Why are so many pregnant Mozambican women who receive HIV+ tests lost to follow-up?

Specific questions:

- What percentage do not follow-up? Do demographic characteristics differ between those who come and those who don't?
- What institutional barriers may explain the phenomenon?
- Do women understand what a HIV+ test means and what treatment is available?
- How does stigma in the community possibly influence women's choices to follow-up?
- How do women's roles and status in the community affect their ability to make such choices?

RESEARCH QUESTIONS AND OBJECTIVES

- ✦ Why are so many pregnant Mozambican women who receive HIV+ tests lost to follow-up?

Specific aims:

- To identify demographic characteristics of patient population and of those LTFU
 - Conduct survey of patients over one-month period
- To identify health system barriers and bottlenecks in patient flow and referrals
- To determine health worker opinions and attitudes concerning causes of LTFU
- How does stigma in the community possibly influence women's choices to follow-up?
- How do women's roles and status in the community affect their ability to make such choices?

CASE DEFINITION

The Unit of Analysis: Examples

- ✦ Individuals
- ✦ Households
- ✦ Groups
- ✦ Communities
- ✦ Illness episodes
- ✦ Organizations
- ✦ Health posts
- ✦ Events

MIXED METHODS

- ✦ Are they incommensurable?

If "no" then...

Three purposes (Sandelowski):

- ✦ Triangulation – convergent validation
- ✦ Complementarity – clarify, explain, elaborate
- ✦ Development – guide additional data collection

SAMPLING METHODS

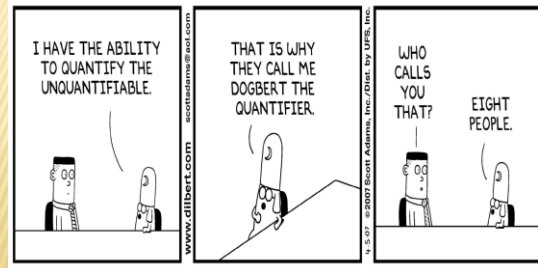
Purposive sampling

- ✦ Convenience
- ✦ Snowball
- ✦ Quota
- ✦ Theoretical sampling
- ✦ Maximum variation

SAMPLING METHODS

- ✘ Special cases: typical, deviant, critical, politically important
- ✘ Disconfirming or confirming
- ✘ Criterion sampling
- ✘ Random purposeful sampling
- ✘ Stratified purposeful sampling

SAMPLE SIZE



SAMPLE SIZE

- ✘ Theoretical saturation
- ✘ Informational redundancy

But how many?

- ✘ Phenomenology = 6 respondents
- ✘ Ethnography and grounded theory = 30-50
- ✘ Ethological studies = 100-200 observations

But.....it depends.....

SAMPLE SIZE REALITY

- ✘ Does your sample size allow you to answer your research question?
- ✘ What is your "sampling frame"?
- ✘ What kind of analysis do you plan for your data?

SAMPLE SIZE REALITY

- ✘ Is your study phenomenological, discourse analysis, life history, within case description, across-case comparison.
- ✘ Do you seek maximum variation, typical cases, extreme cases etc.?
- ✘ How much time and money do you have?

CONTEXT AND WHAT IT MEANS FOR THE STUDY

- ✘ Language
- ✘ Cultural knowledge
- ✘ Rapport/ trust/ power dynamics
- ✘ Location of the interview
- ✘ Topics
- ✘ Paralinguistic phenomena – "qualities of voice, breath resonance, pitch"

RIGOR OF QUALITATIVE STUDIES

1. Explicit theoretical framework and methods
2. Context described
3. Sampling strategy described and justified
4. Sampling strategy comprehensive to generalize
5. Description of how fieldwork undertaken

RIGOR OF QUALITATIVE STUDIES

Evidence can be inspected independently

7. Data analysis clearly described and clearly relate to the research question
8. Reliability: Was analysis repeated by more than one researcher
9. Quantitative testing of qualitative conclusions
10. Negative cases sought
11. Original evidence presented in manner that shows relation between interpretation and evidence

✘ Any Questions?

✘ Thank you