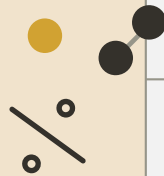


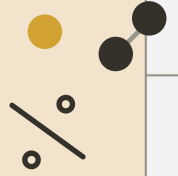


Qualitative Research 2

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REVIEW



WHAT IS QUALITATIVE RESEARCH??

General Approaches to Research

In social sciences and later in other disciplines, the following two research methods can be applied, depending on the properties of the subject matter and on the objective of the research



Qualitative

understanding of human behavior and the reasons that govern such behavior, involves analysis of data using words (e.g., from interviews), pictures (e.g., video), or objects (e.g., an artifact)



Quantitative

involves analysis of numerical data and their relationship

Differences between Qualitative and Quantitative

Qualitative

Deals with phenomena that are difficult to quantify mathematically
Eg beliefs/perceptions, attributes, meanings.

In-depth understanding of human behaviour

Factors that governs human behaviour
Deals with the why and how of decision making

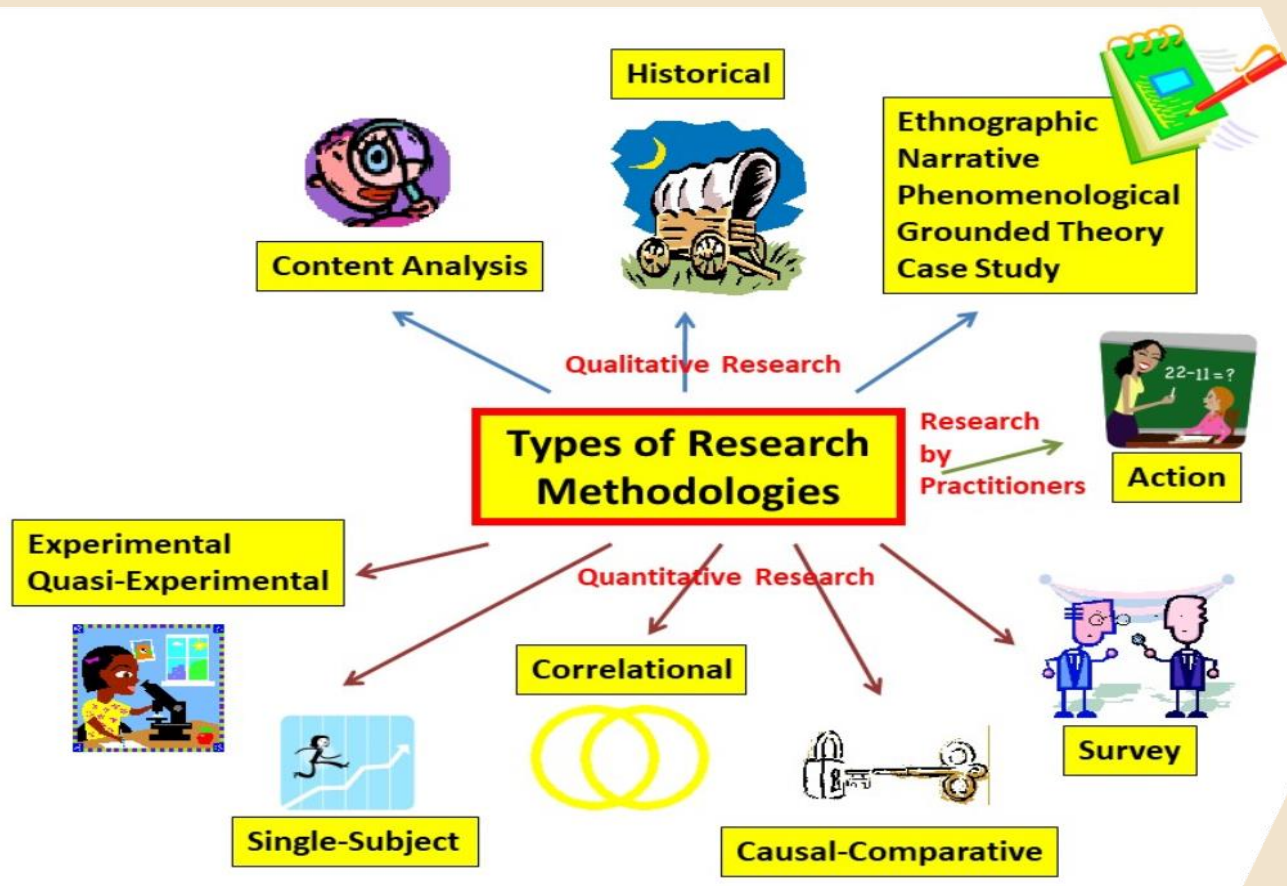
Quantitative

Deals with numerical data or data that can be quantified .Uses mathematical modelling or statistical associations

It analyses the what , where ,when

It draws on associations and correlations between variables using statistical or mathematical modelling

**QUALITATIVE APPROCHES
or
STUDYDESIGNS**

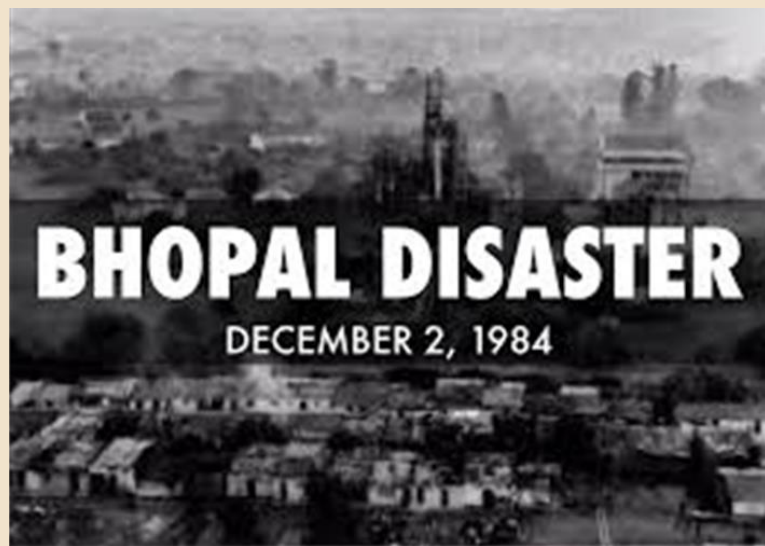


Qualitative research designs

Phenomenology:-

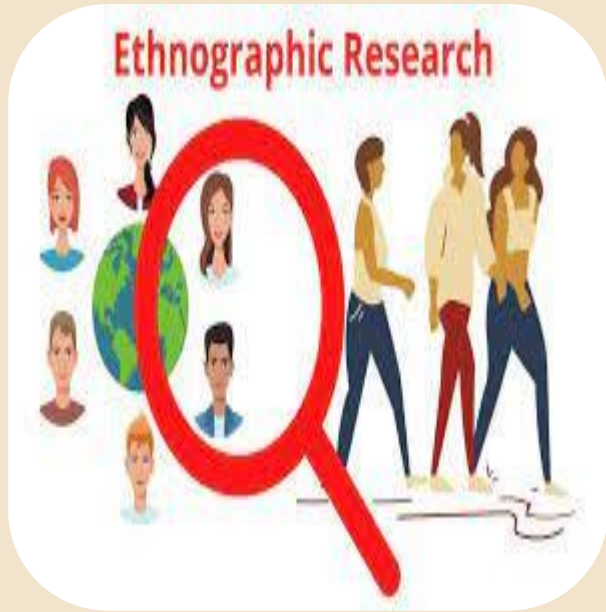
A form of research in which the researcher attempts to understand how one or more individuals experience a phenomenon

E.G Victims of the Bhopal tragedy



Bhopal Disaster





- Ethnography has background in anthropology.
- It means “portrait of a people”.
- It is the scientific description of peoples and cultures with their customs, habits, and mutual differences.
- These studies include extensive fieldwork .
- Data collection include both formal and informal interviewing .
- It is time consuming
- It can include undertaking a “case study”

EXAMPLE



Case study

Focuses on providing a detailed account of one or more cases.



Historical research:

It allows one to discuss past and present events in the context of the present condition,

And allows one to reflect and provide possible answers to current issues and problems.

Eg:-Pandemics and its consequences over the centuries



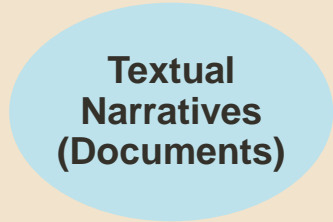
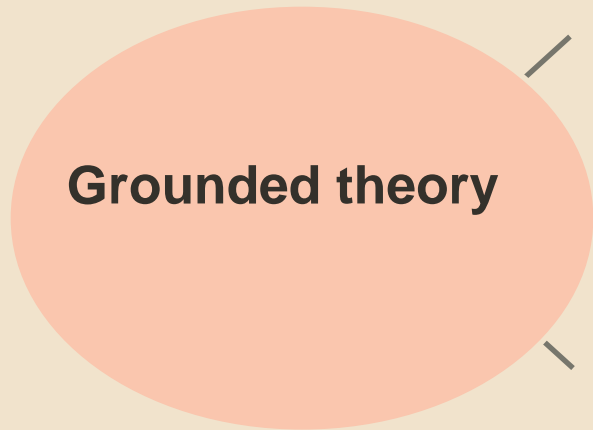


- This methodology originated with the work of Glaser and Strauss on the interaction between health care professionals and dying patients .
- It offers you to study a particular phenomenon or process and discover new theories that are based on the collection and analysis of real world data.
- It is an inductive approach where new theories are derived from the data. when there is no existing theory that offers an explanation for a phenomenon that you are studying.

Example



**It uses a variety of data sources,
Including quantitative data,**



EXAMPLE

“How do people make decision on vaccination ?”

“ How do high achieving women develop careers ? ”

Discourse analysis

گفتگو کے تجزیہ

- Focuses on text and talk .
- Researchers are interested in how discourses are organized to be persuasive .
- Words that are used(linguistic repertoire) or the way that they are utilized (rhetorical strategies)
- It examines the language.

Types of Discourse Analysis



Critical



Cultural



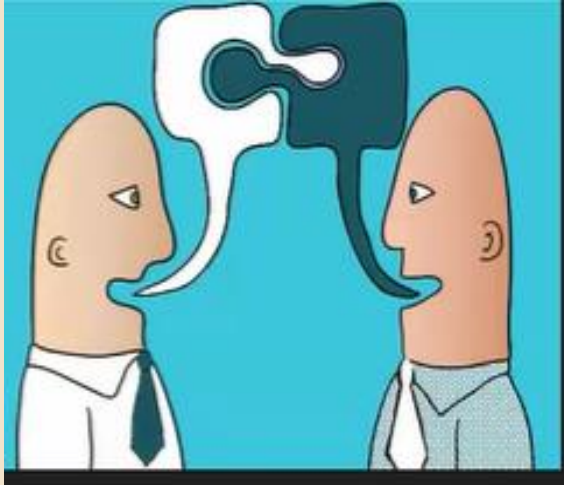
Political



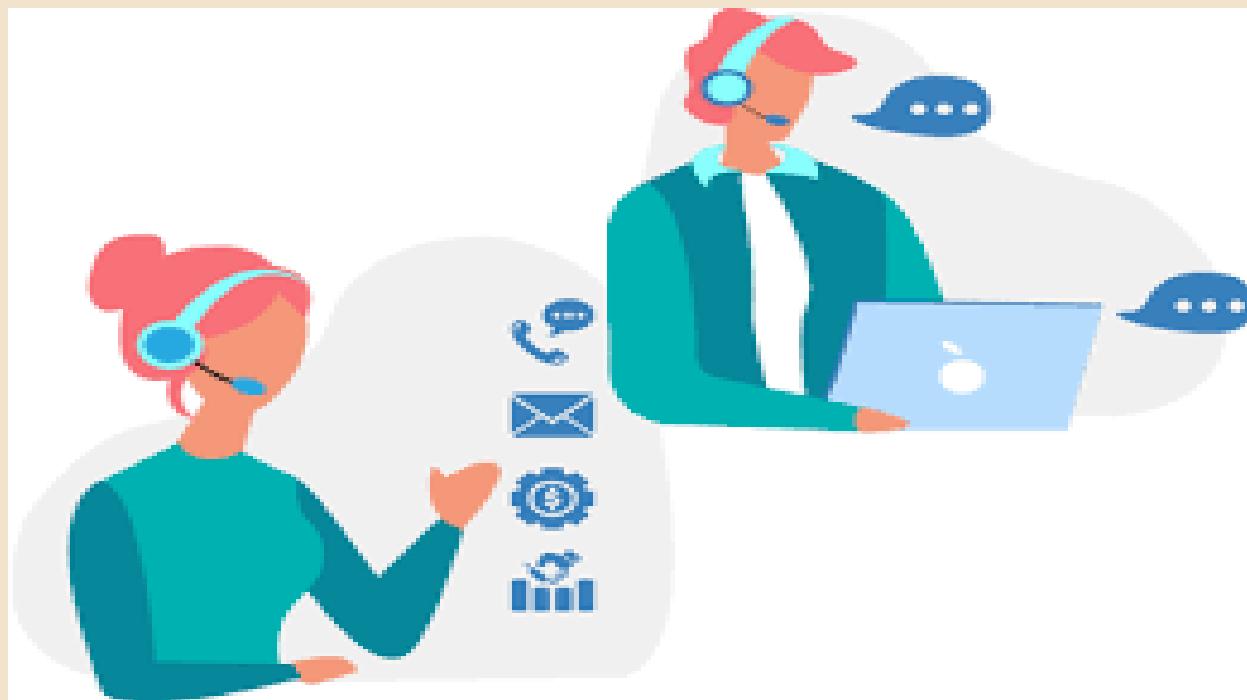
Multimodal



Conversation analysis



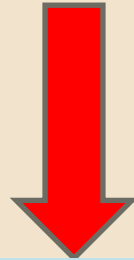
- "Conversation analysis (CA) is an approach within the social sciences that aims to describe, analyze and understand 'talk' as a basic feature of human social life.
- Only be used with "naturally occurring " speech .



Content analysis

- Content analysis is a qualitative research tool or technique that is used widely to analyze the content and its features.
- It is an approach used to quantify qualitative information by sorting data and comparing different pieces of information to summarize it into useful information.

Content analysis of challenges in patients with hemophilia: A qualitative study



Patients cannot perform many of the roles that society and family expect to do due to their physical status. Experience of stigma and frequent discriminations have led these patients to feel distressed and increase their psychological problems.

Narrative analysis

- It focuses on people's narrative/stories either about themselves or a set of events.
- Sequential unfolding of someone's story
- It is times consuming and includes a small number of cases.

USING HEALTHCARE NARRATIVE METHODS TO IMPROVE OUTCOMES



MCQ'S

- Consider the following list or research area and consider which approaches could be adopted ,for each one .if you think that more than one approach could be appropriate , explain why

A) You want to explore the challenges and benefits of prescribing morphine before it is needed, so that it is available in a terminally ill patient's home to avoid unnecessary delay in pain control.

Grounded theory

B) You want to understand the working of polio teams' services to the community of Lakki Marwat.

Ethnography

C) You want to gain insight on a detailed account of the life of Prime Minister Shahbaz sharif .

Case study

D) You want to conduct a research on the experiences of a group of people who has survived an earthquake

Phenomenology

E) You want to understand what goes on in telephone conversation between GP receptionists and patients who wish to arrange a consultation with GP .

Conversation analysis.

THANK
you