

Qualitative Research Lesson 1

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At the end of this lesson the student should be able

- Define and classify /list types of qualitative research
- Differentiate between qualitative and quantitative research with named examples
- Use examples to illustrate each type/classification

Comparison

Qualitative Data

- 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

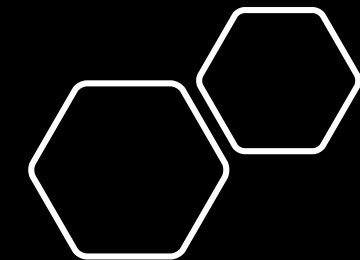
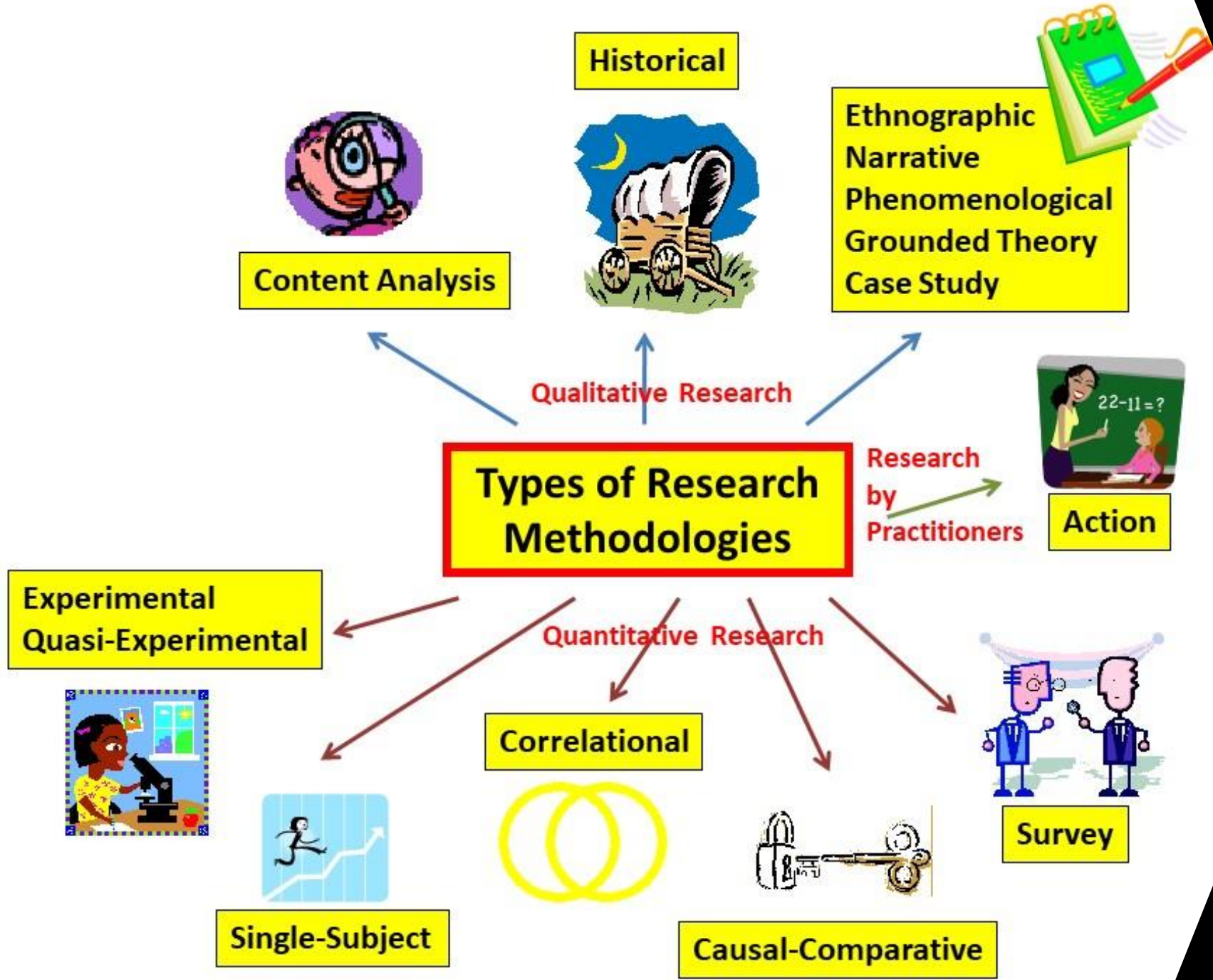
Quantitative

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



Most common Qualitative Research Methods

- Content analysis
- Historical analysis
- Ethnography
- Narrative
- Phenomenology
- Grounded theory
- Case Study

Content Analysis in Qualitative Research

- Content analysis is a **research tool used**
- **to determine the presence of certain words, themes, or concepts within some given qualitative data (i.e. text). ...**
- Researchers can then make inferences about the messages
- within the texts,
- the writer(s),
- the audience
- even the culture and time of surrounding the text.

Example student feed back from OSPE

' Overall well organised'

'questions lengthy and time allocation poor'

'Teachers talked too much and were noisy and distracted students'

- Another example is analysis of Text messages on whatsapp



ANNIE >

Hi, it's Annie. In this stressful time, we need to pay attention to our health and well-being. To get a coping idea now or whenever you need one, type TIP YES.

Tip yes

Great! Here's a coping tip that you can try.

Listening to music and singing can improve a bad mood. Singing along with a recording gives you a sense of being socially connected, even if you're alone.

Thursday 11:31 AM

Hi, it's Annie. Taking care of yourself includes taking steps every day to prevent stress. To get a coping tip



Text Message



Historical Analysis

- Historical analysis is a **method of the examination of evidence in coming to an understanding of the past. ...**
- Rigorous analysis of documents as the material for the re-creation of the past,
- Historical patterns and an explanation of them.

Historical Analysis

History of deadly plagues, epidemics and global pandemics

Major outbreaks

- 1 million or more deaths*
- Less than 1 million

Before 1300

Plague of Athens

430 BC

Estimated deaths:

100,000

Antonine plague

165 - 180

3.5 - 7 million

Japanese smallpox

735 - 737

1 million

Plague of Justinian

541 - 542

25 - 100 million

After 1300

Black death
(Bubonic plague)

1347 - 51

25 - 50 million

Great plague
of London

1665 - 66

100,000

Smallpox
(in Mexico)

1520

8 million

Cocoliztli
(possibly typhoid,
Mexico)

1545 - 48

15 million

Cocoliztli

1578

2 million

Great
plague of
Marseille

1720 - 23

40,000

Russian plague

1770 - 72

100,000

Spanish flu

1918 - 19

50 million

Russian flu

1889-90

1 million

Asian flu

1957-58

1.1 million

Hong Kong flu

1968 - 70

1 million

HIV

1981-

32 million+

COVID-19

2020-

75,000+

as of Apr 7

Ebola

2014-16

11,300

MERS

2012 -

850

Swine flu

2009 - 10

151,700-

575,00

SARS

2002 - 03

770

*Toll estimates vary according to different sources

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

DECEMBER 2, 1984



Bhopal Disaster



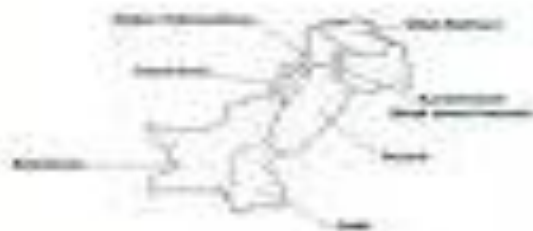
Ethnography

- **II. Ethnography:-** this type of research focuses on describing the culture of a group of people

“ A culture is the shared attributes, values, norms, practices, language, and material things of a group of people “.

colours of PAKISTAN

Representation & generalization
Ethnicity of Pakistan is not fixed, fluid
The culture is traditional but religious & social values
And are very diverse, complex and colorful people



Ethnic groups

Qualitative Research

III. **Case study**:-is a form of qualitative research that is focused on providing a detailed account of one or more cases.

Case Study



Qualitative Research Designs.....

Grounded theory:-

- it is an inductive type of research,
- based or grounded in the observations of data from which it was developed;
- it uses a variety of data sources,
- including quantitative data,
- review of records,
- interviews,
- observation
- surveys

Quick Review

- What is the key difference between qualitative and quantitative research ?
- What are the different types of qualitative research illustrate with named example.
- Hint
- What have been your experience in the COVID pandemic ?

Reading resources

1. Research Methodology and Basic Biostatistics . Saira Afzal and Mutehsan Bashir . Chapter 1 Page 5 -13

2. <http://libguides.usc.edu/writingguide/quantitative>

3. <http://libguides.usc.edu/writingguide/qualitative>

4. http://resourcecentre.foodrisc.org/mixed-methods-research_185.html

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Thank You
ANY QUESTION???



Reference for ppt



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Volume XiX, 2007
3. W. Lawrence Newman
Social Research Methods 6th Ed
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4. UP IMRI Manila
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5. Vaisali K B070225AR. Methods of Research
www.slideshare.net/Vaisali

