

Qualitative Research Methods

Lecture 2

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At the end of this lesson the student should be able

- List and briefly explain the tools used for qualitative research
- Use named examples to illustrate each to

Quick Review

- What is qualitative research ?
- When do we use qualitative research ?
- What are the key points that differentiate qualitative research from quantitative research ?

Qualitative research Methods



Methods used in qualitative research

Most commonly used qualitative research methods :-

- Interview
- Focus group discussions (FGDs)
- Observations

Interviews



Interviews

There are three types of interviews

- Unstructured Interview
- Semi –structured Interview
- Structured Interview

Unstructured Interviews

- Unstructured Interview

Absence of an interview guide or structure of any kind.

Aim is a **vast sweep of a given subject**

Interviewer may have few questions or adjacent themes

No documents are prepared in advance

Example

What do you think of the Corona Virus Vaccination Program in KGMC ?

Semi-structured Interviews

Most common type of interview used in qualitative research

Interview is governed by a interview guide

Interview guide serves as a framework

Guide ensure conversation is going in desired direction

Example

Why are you not vaccinating for Corona Virus ?

What do you think are the key hurdles preventing your friend from vaccination?

What are your views on Booster dose vaccines for Corona Virus Diseases ?

Structured Interviews

- These interviews are guided by a predefined and rigorous set of questions
- Aim to maximize the numbers of standardized answer
- Questions may be closed
- Unique feature is that structured interview can be conducted by different Interviews

Example

What is your work experience ?

What are the best moments in your undergraduate experience ?

What are your leadership skills ?

Focus Group Discussion



1. ...
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. ...
9. ...
10. ...

Focus group discussions (FGDs)

What is a FGD?

Interviewer talks to a group of people

The interviewer evokes / tries to understand perceptions ,beliefs and/or attitudes towards an idea ,service ,concept or product etc ..

Example :

Why do you think contraceptive uptake rate is so poor in this community ?

What do you think of the contraceptive services in this community ?

Key Principles of Focus Group Discussion

- **How many people are involved in an FGD?**

6 to 12 participants, and it's usually best to carry out at least 3 FGDs.

Talking with multiple groups leads to more in-depth or diverse information.

- **How long do FGDs take?**

60–90 minutes.

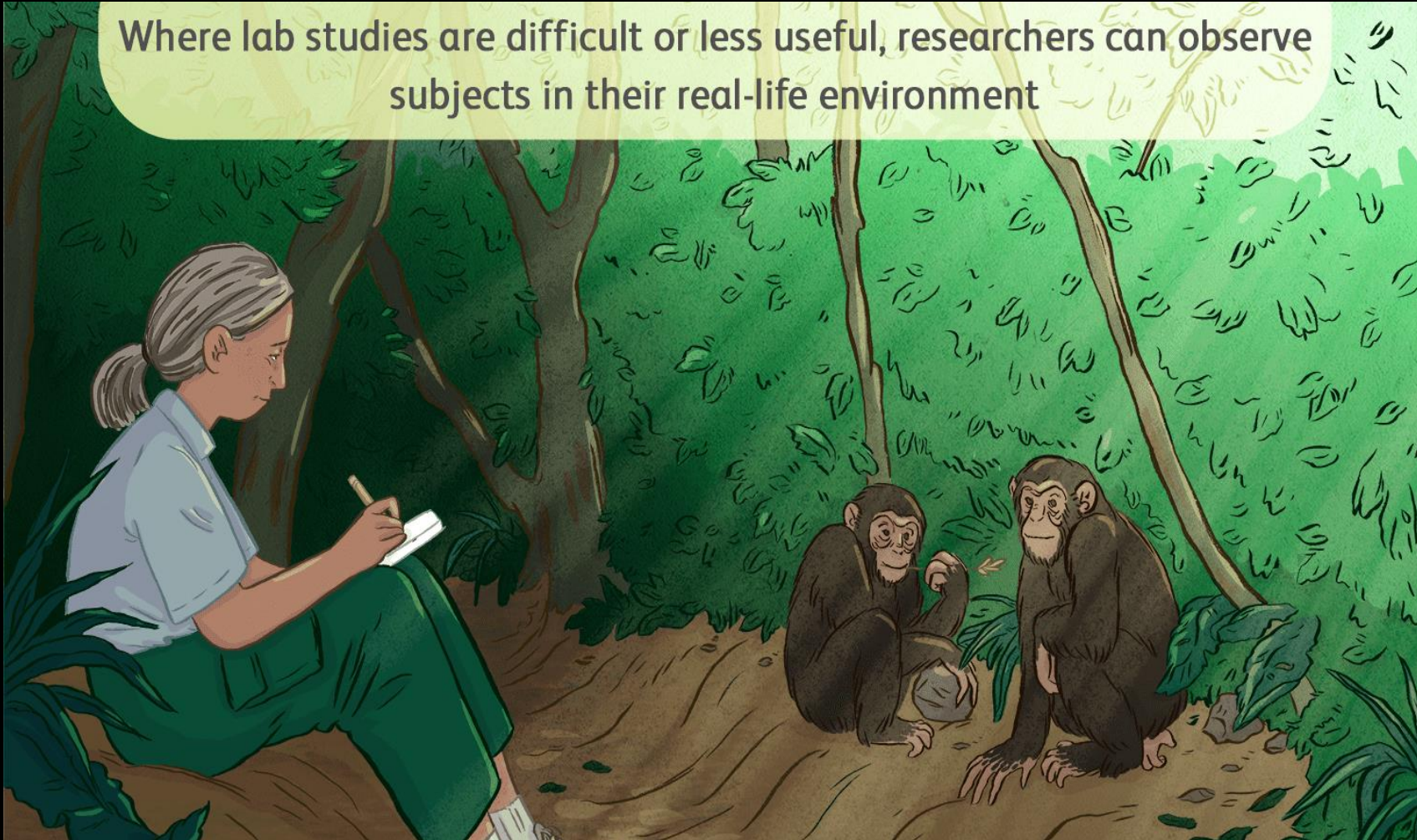
- **Is consent necessary ?**

Consent is mandatory

Observation

Method 3 :Observation

Where lab studies are difficult or less useful, researchers can observe subjects in their real-life environment



Observations

- **What is observation?**
- It is a qualitative research method
- Researchers gather data by observing people's behaviour or events in their natural setting.

Types of observations

Two main types

1. Covert

Example;

Observe number of student asleep after 5 min of a lecture

2.Overt

Inform students that they will be observed for behaviour over the next one hour

Covert Observation

- Means the participants are not aware of the presence of the researcher and they are that their behavior is being observed.



Review

What are the common methods for qualitative data collection ?

Can you differentiate between the different methods ?

Thank you

Questions and Answers

Reading resources and references

- <https://humansofdata.atlan.com/2018/03/3-qualitative-research-methods>
- <https://classroom.synonym.com/tools-qualitative-research-8036314.html>
- <http://adphealth.org/irtoolkit/research-methods-and-data-management/research-tools-and-techniques.html>
- http://adphealth.org/irtoolkit/research-methods-and-data-management/research-tools-and-techniques.html?tdrmodal=118#sec2_1
- http://adphealth.org/irtoolkit/research-methods-and-data-management/research-tools-and-techniques.html?tdrmodal=120#sec4_1
- <https://www.up.ac.za/media/shared/624/choosing-and-using-qualitative-research-tools-abridged-for-website.zp119928.pdf>
- <http://www.emgo.nl/kc/qual-data-collection/>