

Qualitative Research Methods Training

Interviews

Sponsored by the Chickasaw Nation and the
Oklahoma Shared Clinical and Translational Resources
September 11, 2017



The UNIVERSITY of OKLAHOMA
Health Sciences Center
College of Public Health



Day 1: Course Objectives

1. Compare qualitative and quantitative methods
2. Write a qualitative research question
3. Draft a semi-structured interview guide
4. Identify strategies for participant recruitment
5. List logistical items to consider



Day 2: Course Objectives

1. Describe methods for conducting interviews
2. Discuss purpose and methods of transcription
3. Create rapid turn around data summary
4. List steps in qualitative data analysis
5. Create memos and code transcripts
6. Describe purpose of data analysis validation



Qualitative Methods Overview

Qualitative Methods: Interviews
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Types of Data

- Quantitative
 - Deals with numbers
 - Data can be measured and quantified or counted
- Qualitative
 - Deals with descriptions or words
 - Data can be observed but not measured



Definition of Qualitative Research

Qualitative research offers a variety of methods for identifying **what really matters** to patients and their families, community members, providers, and public health program officials, **detecting obstacles and facilitators** to changing performance or behavior, and **explaining why** improvement does or does not occur.



Characteristics of Qualitative Research

- Asks why, how, and under what circumstances
- Explores and discovers
- Seeks depth of understanding
- Provides insight into meanings of decisions



Qualitative Data Collection Methods

- Observation
- Interviews
- Focus groups



Observation

- Relies on observing, listening, or using other senses to describe social interactions
- Used to explore cultural phenomena



In-Depth Interviews

- Establish one-on-one relationship between interviewer and participant
- May be necessary for highly sensitive topics
- Easier to recruit participants and schedule
- Easier transcription and analysis
- Don't reach as many people in same amount of time (one hour per respondent)



Focus Groups

- Small number of respondents (usually 6 to 9) interviewed in a group setting
- Respondents can hear other answers to questions
- Gather more responses in a short amount of time
- More difficult to recruit and schedule, transcribe, and analyze



Example Questions

Quantitative survey question: In general, would you say your health is...?

- Excellent
- Very Good
- Good
- Fair
- Poor

Qualitative open-ended question: Tell me about your health.

Probe: How has this changed over the past 10 years?



Questions?



Activity 1: Brainstorming Questions

1. As a group, brain storm and write one quantitative (closed-ended) and one qualitative (open-ended) question around the topic provided.
2. Write your final two questions on the display size paper at your table.

