Qualitative Research
الطرق النوعية للبحث

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Outline

- Background
- Research design
  - Case studies
  - Historical
  - Ethnography
  - Grounded theory
- Research methods

Background

Why qualitative research?

- Interpretive and naturalistic approach to subject matter
- Assumption that a range of different ways of making sense of the world
- Exploration of beliefs and understandings
- Addressing relevant questions without compromising ethical standards

Overview

- Addresses questions who? What? How? Why?
- Multiple types of data; observations, interviews, unobtrusive data sources
- Analysis done through multiple comparisons of multiple data sources
- Results in the generation of theory
- All data are considered legitimate
- Findings are reported through rich written descriptions

The Assumptions

TABLE 1.2 THE ASSUMPTIONS

from ***Positivist***		*to* ***Post-positivist***
	The world	
Knowable	⇦ ---------- ⇨	Ambiguous
Predictable	⇦ ---------- ⇨	Variable
Single truth	⇦ ---------- ⇨	Multiple reality
	The nature of research	
Empirical	⇦ ---------- ⇨	Intuitive
Reductionist	⇦ ---------- ⇨	Holistic
	The researcher	
Objective	⇦ ---------- ⇨	Subjective
Removed expert	⇦ ---------- ⇨	Participatory & collaborative
	Methodology	
Deductive	⇦ ---------- ⇨	Inductive
Hypothesis-driven	⇦ ---------- ⇨	Exploratory
Reliable	⇦ ---------- ⇨	Dependable
Reproducible	⇦ ---------- ⇨	Auditable
	Findings	
Quantitative	⇦ ---------- ⇨	Qualitative
Statistically significant	⇦ ---------- ⇨	Valuable
Generalizable	⇦ ---------- ⇨	Idiographic or transferable

(O'Leary Z. 2004)

Qualitative Research Design

H. Alsobayel 2011

Types
Case studies

- Describe single entity
- Focus on qualitative aspects of human behaviour

e.g. "… we did an in-depth case study of one physical therapist who entered the job market after the position she had held for 20 years was eliminated."

Types
Historical: Life History

- Obtaining a personalized and longitudinal account of an individual health, care and illness patterns from a lifetime perspective
- Extensive interviewing of a person
- Major themes or concepts are derived from the interviews

e.g. psychosocial reactions to disability, patterns of behaviour common to chronic conditions, therapeutic management of chronic conditions."

Types
Ethnography

- Describe a culture
- Researcher describe the culture (learning from people)
- Researcher as participant-observation
- Some level of detachment

e.g. "…we used participant-observation to develop an understanding of the phenomenon of unemployment for physical therapists by studying its impact on one physical therapist and her family, friends, and coworkers."

Types
Grounded Theory

- Focuses on generation of theory
- Related to social and psychological phenomenon
- Derived from data
- End result is a theory or set of hypotheses

e.g. "…the purpose of our study was to develop a preliminary theory to explain the ways in which therapists deal with the loss of jobs that they have held for more than 10 years."

Qualitative Research Methods

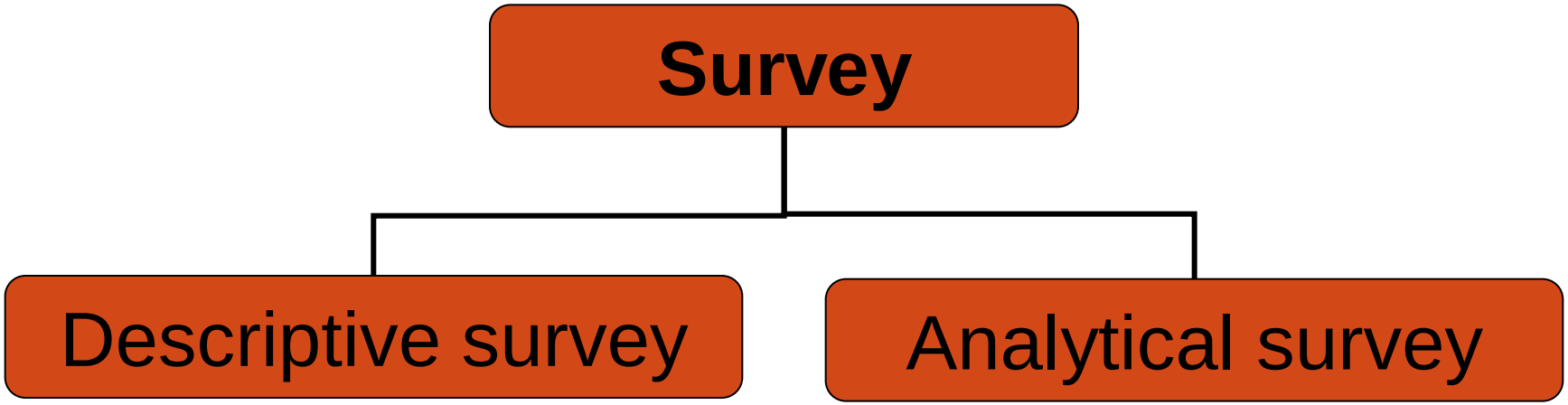
H. Alsobayel 2011

Sampling

- Nonprobability sampling
- Informants not subjects
- Sampling of convenience = purposive sampling
- Selection based on diversity of views

Data collection

- Observations
- Interviews
- Unobtrusive data sources


Survey
Descriptive survey
Analytical survey

Survey

- **Descriptive surveys:**
  - used to describe certain phenomenon within a population of interest
  - cross-sectional sample
  - describe a population at one point in time

(e.g. how many members of population have a certain opinion or characteristic)

Survey

- **Analytical surveys:**
  - used to investigate causal association between variables
  - Similar to experimental; answer 'Why?'
  - Designs:

Cross-sectional	Longitudinal
Factorial	Before-and-after

Survey Design

- Decide about the general aim
- Turn into specific aims (hypotheses)
- State the variables to be measured
- Set up questions, scales, and indicators for each variable

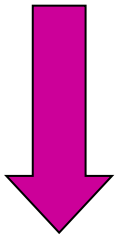
Running backwards through the survey stages to ensure logic-tightness

Questionnaires

- Make your own questionnaire

OR

- Borrow or adapt an existing questionnaire



Pilot Work

- Check for questions wording, procedure, or order

Methods of questionnaire administration

1. By post
2. Face to face
3. Self-administered
4. Group-administered
5. Over the phone

Basic principles of questionnaire design

- Use simple and unambiguous language

- Every question should have a purpose

  (to ensure that the questionnaire remains focused on the research question)

- Explaining the purpose, ensuring confidentiality and anonymity

  (increase response rate)

Basic principles of questionnaire design

- Leave the personal questions near the end

- Building up questionnaire modules

  (each concerned with a different variable; consider the order)

- Question wording:

  Double-barreled

  Double –ve

  Leading questions

  Proverbs

  Don't know

Types of questions asked

- **Open questions:**
  - enable respondent to provide their own answer (opinion)
  - has the advantage of finding out the person's experience of the phenomenon being assessed
  - more demanding for the person completing the questionnaire

Types of questions asked

- **Closed questions:**
  - Originally open
  - provide a predefined list of responses, and ask the respondent to choose one or more answers (e.g., questions asking the respondents to rank a number of choices)
  - impose a structure for the respondents who have to choose a response that best reflects their experiences

Response options in closed questions

- **Dichotomous:** enable a respondent to choose between *2 answers* (e.g., yes / no)

- **Multiple choice (scale):** provide a respondent with *number of choices* (e.g., rate your satisfaction on a scale of 1 to 5)

Questionnaires

- Some questionnaires use mixture of *open* and *closed* questions

  (e.g., starting with a closed question and then asking the respondent to explain the answer)

Formatting a questionnaire

- The appearance of a questionnaire influences a person's decision as to whether or not to complete it

- If a questionnaire is long, confusing, full of spelling mistakes people will be hesitant to fill it

Formatting a questionnaire

- Do not compromise the ***font size*** for the sake of keeping the questionnaire length to minimum

Formatting a questionnaire

- Once you produce the questionnaire, seek the opinion of others about:
  - The clarity and understanding of the questions
  - The clarity of instructions
  - The contents of the questionnaire
  - The time needed to complete the questionnaire
  - Whether enough response categories have been provided

Preparing questionnaire data for analysis

- **Coding:**

  allocate numeric values to answers

Coding **closed** questions

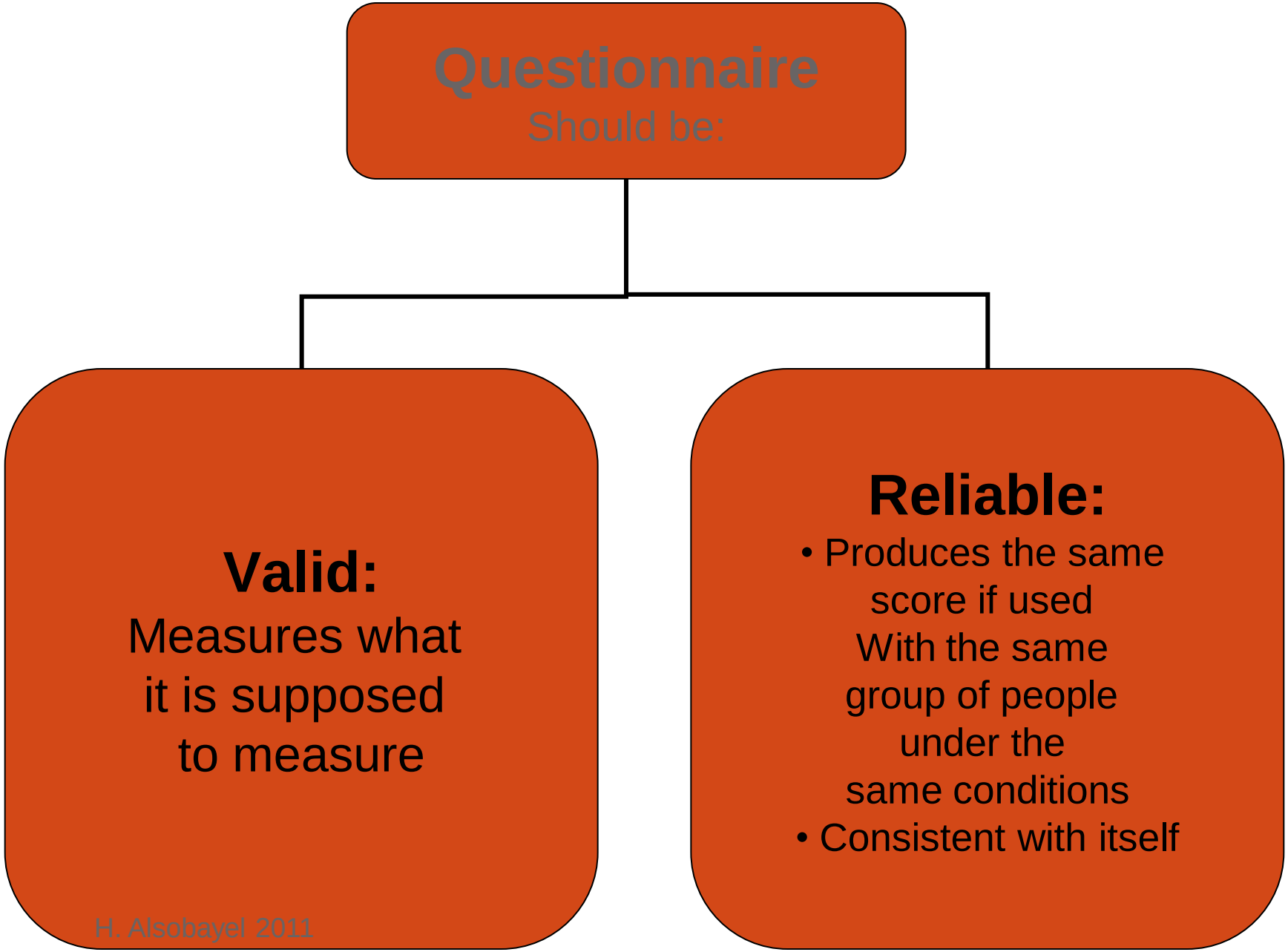
- Easy to develop coding while the questionnaire is being developed

- **Dichotomous** questions may be coded as 1 and 2 (e.g., yes / no; males / females)

- **Scale** questions may be coded from 1-5 (e.g., 1 = extremely satisfied, 2 = moderately satisfied, etc)

Coding **open** questions

- Involves grouping together all of the answers for *the same question* and identifying the core themes contained within the answers


Questionnaire
Should be:
Valid:
Measures what
it is supposed
to measure
Reliable:
• Produces the same
score if used
With the same
group of people
under the
same conditions
• Consistent with itself

Questionnaires

- Not all questionnaires described in research articles have been tested for validity and reliability

- Identify articles describing the *developing* of the questionnaire and the *degree of reliability and validity* obtained

Questionnaires

- It is permissible to include additional questions either at the start or at the end of a standardized questionnaire

  (if the standardized questionnaire does not include all the issues of relevance)

Questionnaires

- You should not omit questions or change the wording, ordering, or formatting of a standardized questionnaire

  (because you would be changing the established validity and reliability of the questionnaire)

	Timing of data collection	
	Retrospective	Prospective
Description	Nonexperimental	Nonexperimental
Analysis of Relationships	Nonexperimental	Nonexperimental
Analysis of differences	Nonexperimental	Nonexperimental/ Experimental
	Longitudinal	Cross-sectional

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