

QUALITATIVE RESEARCH METHDOLOGY

Module Outline

Code: QRM ()

Duration: 1 week

The module will comprise a total of thirty hours teaching.

Credits: 3

Description:

The Qualitative research method module is as part of foundation course for all masters and PhD students but it can be taken as an individual short course. The course is intended to give an overview and introduction to the major qualitative research methods used in the social scientific study of health and illness and increasingly in public health, health services and other health-related research. The purpose of this module is to provide students with necessary knowledge and skills to conduct qualitative research. The focus will be on how best to collect and analyze the qualitative data needed to answer a specific research question.

Aim of the Course:

One week course designed to equip participants/students with knowledge about qualitative research methods and skills in conducting and analyzing qualitative data.

For participants/students in MPH, other health education programs, researchers and other interested health professionals.

Learning objectives

By the end of this module participants should be able to

- Describe the importance of qualitative research methods in the study of health, illness and health services research
- Describe basic concepts, methods and procedures in qualitative research
- Develop skills in designing and carrying out qualitative research to address health-related research questions

- Understand different approaches in analyzing qualitative data
- Understand how to employ qualitative methods alongside other methods (mixed-methods) in health research

Content & Structure:

The module is designed in such a way it offers both theoretical and practical skills. The module will cover the following major topics:

- What is qualitative research? And Mixing methods
- Qualitative research designs
- Sampling techniques, recruitment
- Qualitative data collection methods and tools
- Interviewing skills: Focus Groups Discussion and facilitation, In-depth Interviewing and
- Ethnography and observational methods
- Tool development
- Data Management and Approaches in qualitative data analysis
- Introduction to computer-assisted analysis of qualitative data
- Advantages and limitations of using qualitative research methods
- Reporting qualitative research findings for publication

The module will take place over a single week of teaching and include a mixture of lectures and interactive participatory exercises.

Teaching and learning methods:

In order to enhance learning, the module employs a combination of methods. These include interactive lectures and presentations, group work, case studies, and practicals. Approximately 50% of the course time will be devoted to practical work, and there will be ample opportunities for course participants to discuss and develop planned and ongoing research topics.

Assessment:

The final mark will be based on class assignment (individual or group work assignment)

Course work/Class assignment will contribute 50% of the final mark as follows

- Group work - design an intervention based on a particular health problem/case study (20%)

- Individual assignment – E.g. paper critique, timed test, article review (30%)
- If taken as part of a masters program E.g. MPH, the student must pass this module to receive credit

Final Examination (50%)

- The final examination will be a **2.30-3** hours individual essay-based written exam and the can be a closed or open book written.

Certificates

- Depending on individual request, participants who take the module as a short course can be given certificate of attendance or certificate of merit if she/he decides to do and pass the examination.

Grading:

For grading, the following scheme will be used:

A	85 - 100%-	Pass
B+	70 - 84%-	Pass
B	60 - 69%-	Pass
C	50 - 59%-	Pass
D	40 - 49%-	Fail
E	0 - 39%	

Bibliography:

1. Article and chapter-based coursepack compiled by course organizers and made available to students.
2. Patton MQ (2000): *Qualitative Research and Evaluation Methods*. (Third Edition) London, New Delhi: Sage Publications.
3. Ulin PR, Robinson ET, Tolley E, (2005) *Qualitative methods in Public Health: A guide for Applied Research*. Jossey Bass, San Francisco.
4. Holloway I (2005) *Qualitative methods in health care* Maidenhead, Open University Press.
5. Richie, J and Spencer, L (1994), 'Qualitative data analysis for applied policy research', in Bryman and Burgess, eds., *Analysing Qualitative Data*, London: Routledge, p173-194.
6. Miles, MB and Huberman, AM (1994) *Qualitative Data Analysis: An expanded sourcebook*. London: Sage.
7. Pope, C; Mays, N. eds. 3rd edition (2006) *Qualitative Research in Health Care*. BMJ Publishing Group.
8. Creswell, J. and V. Plano Clark. 2011. *Designing and Conducting Mixed Methods Research* 2nd edition. Thousand Oaks, CA. Sage Publications.

9. Tashakkori, A. & Teddlie, C. (eds.) 2003. Handbook of Mixed Methods in Social and Behavioral Research. Thousand Oaks, CA, Sage Publications.
10. Teddlie, C. and Tashakkori, A. 2009. Foundations of Mixed Methods. Research Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences. Thousand Oaks, CA. Sage Publications.

Day	TOPIC	SUB-TOPICS	Methodology	Reference
1	Introduction to Qualitative Research	<ul style="list-style-type: none"> • Define qualitative research & its importance • Use of QR • Difference between qualitative and quantitative research – The advantages of combining – The disadvantage of combining 	<ul style="list-style-type: none"> – Interactive lectures – Case studies – Group work (each group to discuss one topic and present in class) 	<ol style="list-style-type: none"> 1. Corbin, Juliet and Ansem Strauss. <i>Basics of Qualitative Research</i> (2008, Sage Publications), chapter 1 pp. 1-17 'Introduction' (also group discussion questions at the end). 2. Creswell, J. and V. Plano Clark. 2011. <i>Designing and Conducting Mixed Methods Research</i> 2nd edition. Thousand Oaks, CA. Sage Publications. 3. Tashakkori, A. & Teddlie, C. (eds.) 2003. <i>Handbook of Mixed Methods in Social and Behavioral Research</i>. Thousand Oaks, CA, Sage Publications. 4. Teddlie, C. and Tashakkori, A. 2009. <i>Foundations of Mixed Methods. Research Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences</i>. Thousand Oaks, CA. Sage Publications. 5. Ulin PR, Robinson ET, Tolley E, (2005) <i>Qualitative methods in Public Health: A guide for Applied Research</i>. Jossey Bass, San Francisco. 6. Holloway I (2005) <i>Qualitative methods in health care</i> Maidenhead, Open University Press.
	Research designs	<ul style="list-style-type: none"> • Case study 		

	qualitative studies	<ul style="list-style-type: none"> • Cross sectional • Ethnographic 		
	Sampling in Qualitative Research	<ul style="list-style-type: none"> • Purposive sampling • Convenient sampling 		
2	Qualitative Data Collection Methods	<ul style="list-style-type: none"> • Interviews <ul style="list-style-type: none"> -In-depth interviews (IDIs) -Key informant interviews (KII) • Focus group discussions (FGD) <ul style="list-style-type: none"> -Advantages & Disadvantages • Observation <ul style="list-style-type: none"> -Participant observation -Non participants observation -Advantages & Disadvantages 	<ul style="list-style-type: none"> • Interactive lectures • Case studies • Group work (each group to discuss one topic and present in class) 	<ol style="list-style-type: none"> 1. Soonthorndhada, Amara and Pimonpan Isarabhakdi 'Constructing interview guides' (ch. 14) in <i>Qualitative Methods for Population Health Research</i> pp.101-109 2. Vong-ek, Panee 'How to conduct focus group sessions' (ch. 17) in <i>Qualitative Methods for Population Health Research</i>. Pp. 129-135
3	Qualitative Data Collection Tools	<ul style="list-style-type: none"> • Developing qualitative tools (questions 	-	-
	Data Collection Procedures	<ul style="list-style-type: none"> • Participant recruitment in Qualitative Research • Conducting qualitative interviews • Data collection techniques • Ethical issues in qualitative research 	<ul style="list-style-type: none"> • Interactive lectures • Case studies • Group work (each group to discuss one topic and present in class) 	<ol style="list-style-type: none"> 1. Hoeyer, Klaus et al. (2005, Elsevier) <i>Social Science and Medicine</i> Vol. 61 issue 8 pp. 1741-1749 'Conflicting notions of research ethics: The mutually challenging traditions of social scientists and medical researchers'.
	Quality Control	Ensuring Rigour- Validity, Reliability, Triangulation, Respondents Validation		Boonchalaksi, Wathinee 'The reliability and validity of qualitative research methods (ch. 8) in <i>Qualitative Methods for Population Health Research</i> . pp. 49-57.
4	Data management and Analysis	<p>Approached in analyzing qualitative</p> <ul style="list-style-type: none"> • data Thematic Analysis • Contents analysis 	<ul style="list-style-type: none"> • Interactive lectures • Case studies • Group work (each group to discuss one topic and present in class) • 	<ol style="list-style-type: none"> 7. Corbin, Juliet and Anselm Strauss. <i>Basics of Qualitative Research</i> (2008, Sage Publications), chapter 8 pp. 159-194 'Analyzing Data for Concepts' (also group discussion questions at the end).
5	Qualitative analysis and	<ul style="list-style-type: none"> • Manual assisted analysis 	<ul style="list-style-type: none"> • Interactive lectures 	<ol style="list-style-type: none"> 8. Patton MQ (2000): <i>Qualitative</i>

	Writing	<ul style="list-style-type: none"> • Computer assisted analysis • Data presentation • Report writing 	<ul style="list-style-type: none"> • Case studies • Group work (each group to discuss one topic and present in class) • 	<p>Research and Evaluation Methods. (Third Edition) London, New Delhi: Sage Publications.</p> <p>9. Richie, J and Spencer, L (1994), 'Qualitative data analysis for applied policy research', in Bryman and Burgess, eds., Analysing Qualitative Data, London: Routledge, p173-194.</p>
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