

Qualitative Methods in Health Research

INTEREST TRANSCRIPT Issues RESPONSIBLE NARRATIVE context
DMR CASE STUDY Transferability TRUSTWORTHY ISSUES THEME DEPENDABILITY Observation opinion Theme
DMR KEY INFORMANT INTERVIEW INTEREST FRAMEWORK ANALYSIS context
DMR Reflexibility NOTE TAKING Credibility OUTLINE TRIANGULATION TRANSFERABILITY context ISSUES
Theme NOTE TAKING Research Grounded Theory TRIANGULATION Outline context
Key Informant Interview CREDIBILITY Observation ETHICAL Content Analysis THEME
Note taking Confirmability PURPOSIVE SAMPLING Case study Dependability
In depth Interview DMR Issues Confirmability DISCOURSE ANALYSIS interpret Ethical
ETHICAL INTEREST DMR
Note taking DMR RESEARCH INTEREST
NARRATIVE TRUSTWORTHY
DMR Issues DEPENDABILITY TR
DMR NARRATIVE INTEGRITY DMR
Focus Group Discussion Trustworthy Observation
Outline PURPOSIVE SAMPLING Issues interpret Coding TRANSCRIPT
DMR OPINION DMR
Framework Analysis THEME DMR CONFIDENTIALITY Narrative UNDERSTANDING DMR
DMR Phenomenology DMR INTERPRET DMR understanding ISSUES
INTRODUCTION OBSERVATION DMR Note taking DMR COMMUNITY CONTENT ANALYSIS
DMR DMR Integrity DMR TRANSCRIPT DMR CONTEXT DMR Issues INTRODUCTION CONFIDENTIALITY
Issues Note taking DMR Community Coding INTRODUCTION CONFIDENTIALITY Theme DMR Content Analysis

Approaches to Qualitative Data Analysis

Qualitative Methods in Health Research
DMR



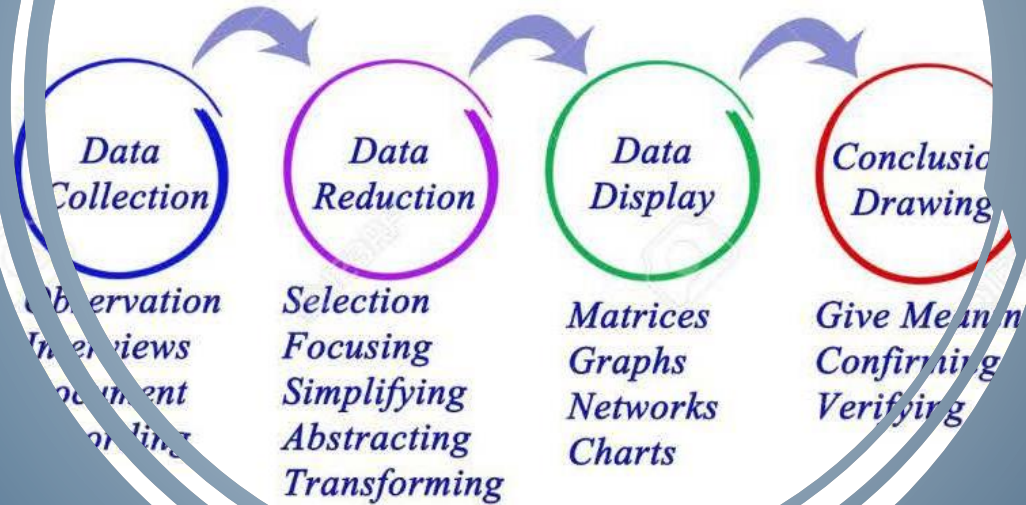
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- Analyzing qualitative data typically involves:
 - ✓ immersing oneself in the data to become **familiar** with it
 - ✓ looking for **patterns** and **themes**
 - ✓ searching for various **relationships** between data



Qualitative Data Analysis

Qualitative Data Analysis



- Many different approaches for analyzing qualitative data
- No prescribed way to address the process
- Major components of QDA:
Data reduction;
Data Display;
Drawing conclusion



1. Content analysis/

Thematic content analysis

2. Grounded theory/

Constant comparative analysis

3. Framework analysis

Three approaches

common in health research

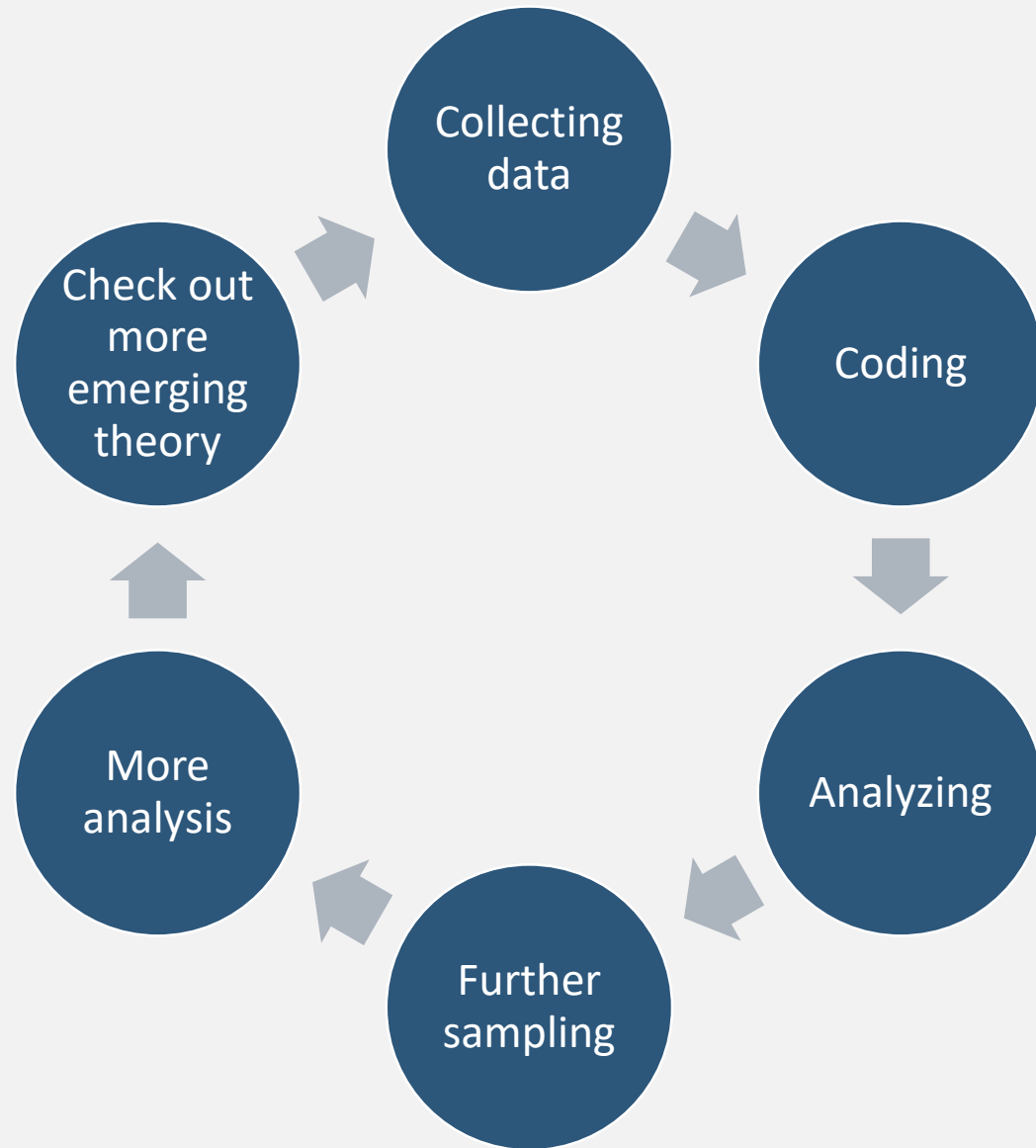
- The most basic type of qualitative data analysis
 1. determine the **presence** of certain words or concepts within texts or sets of texts
 2. **categorize, quantify** and **analyze the meaning and relationships** of such words and concepts
 3. **make inferences** about the messages within the text

Content analysis/

Thematic content analysis

- A **more systematic view** of qualitative data analysis
- Use **to develop a theory** that was grounded in empirical data
- The grounded theory approaches lies in **the cyclical process until a point of 'saturation' is reached**
- At this point, the researcher have got a rich, dense theoretical account that is completely grounded in empirical data.

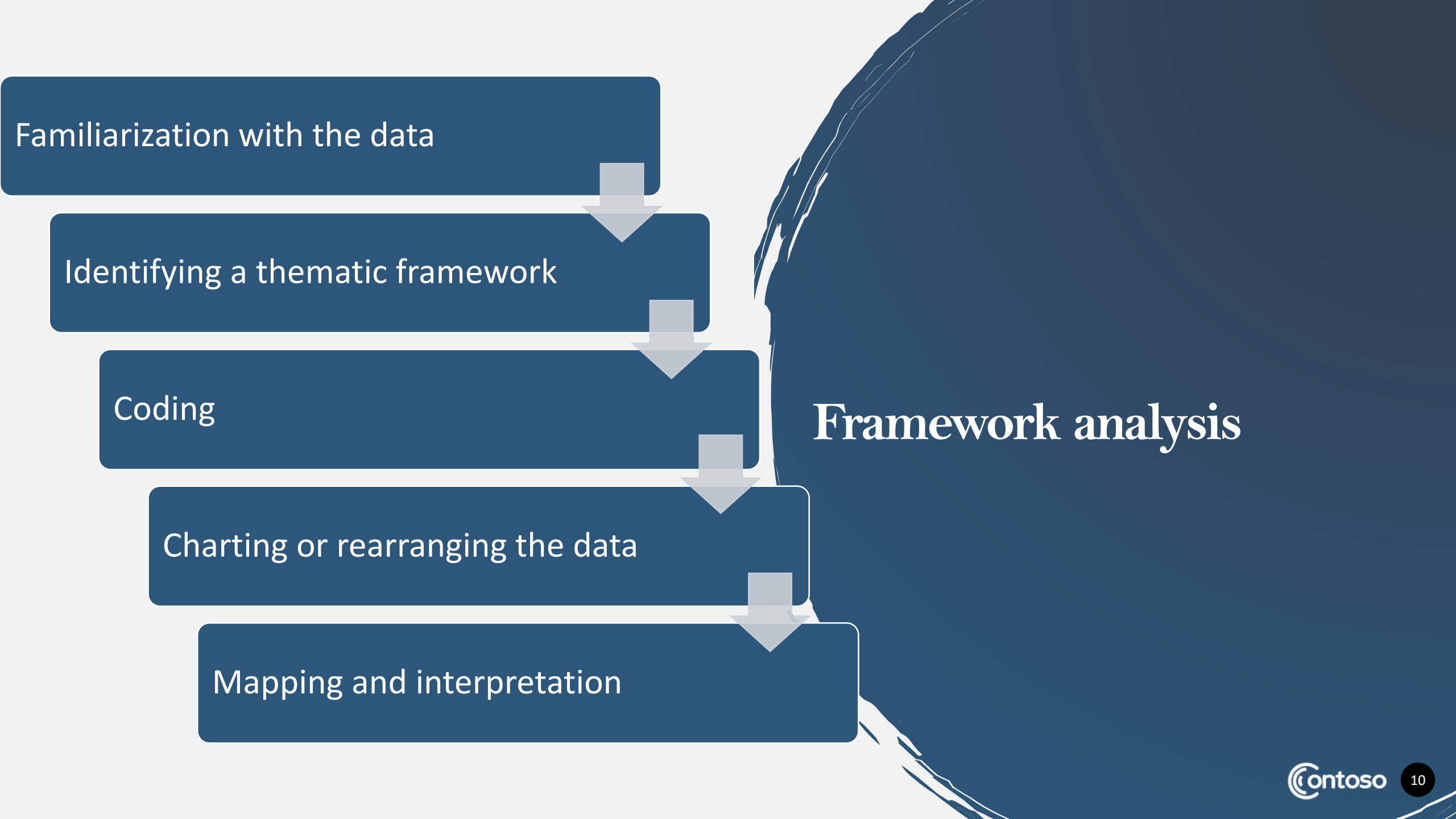
Grounded theory/
Constant comparative method



**Grounded theory/
Constant comparative method**

- Use to generate policy- and practice-orientated findings
- Popular with many health and social researchers

Framework analysis



Familiarization with the data



Identifying a thematic framework



Coding



Charting or rearranging the data



Mapping and interpretation

Framework analysis

- Ways for choosing the approach to analyze data stem from a combination of factors:

- ✓ the research questions being asked
- ✓ the theoretical foundation of the study
- ✓ the appropriateness of the technique for making sense of the data

Ways for choosing
the best approach to QDA

References

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THANKYOU