

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 Grounded Theory TRIANGULATION Outline context
Key Informant Interview Research CREDIBILITY Observation ETHICAL Content Analysis THEME
Note taking Confirmability PURPOSIVE SAMPLING Case study Dependability
In depth Interview DMR Issues ding opinion Confirmability DISCOURSE ANALYSIS interpret Ethical

Qualitative Methods in Health Research

NARRATIVE TRUSTWORTHY TRANSFERABILITY Integrity REFLEXIBILITY Outline DMR
DMR Issues DEPENDABILITY DMR ON INTEREST CODING OPINION ISSUES
DMR NARRATIVE INTEGRITY DMR ch DMR opinion DMR GROUNDED THEORY
Focus Group Discussion Trustworthy Observation understanding
Outline PURPOSIVE SAMPLING Issues interpret Coding TRANSCRIPT Narrative UNDERSTANDING DMR
DMR OPINION DMR Issues Framework Analysis THEME DMR CONFIDENTIALITY RESPONSIBLE ISSUES
DMR Phenomenology DMR Issues INTERPRET DMR understanding CONFIRMABILITY CASE STUDY
INTRODUCTION Note taking DMR COMMUNITY CONTENT ANALYSIS
OBSERVATION DMR Integrity DMR CONTEXT DMR Issues INTRODUCTION CONFIDENTIALITY Theme DMR Content Analysis
Issues Note taking DMR Community Coding INTRODUCTION CONFIDENTIALITY



Ensuring Rigor in Qualitative Research



Dr. Saw Saw
Director(Socio Medical Research)
Department of Medical Research

Outline

- What is Rigor?
- Why we need to ensure it?
- How to ensure Rigor?
 - Verification strategies
 - Validation strategies

What is Rigor?

Trustworthiness

Reliability, Validity

Degree of Trust

Why we need to ensure Rigor?

Without Rigor, any research loses its utility

Qualitative Research has been criticized for lacking the certainty of hard numbers and p value

How to ensure Rigor/Trustworthiness?

Verification strategies

Validation strategies

Verification strategies

- Maintain meticulous records of all interviews, discussions
- Document the process of analysis in details
- Quali Research –interactive rather than linear
- Moves back and forth between design and implementation
- Verification strategies—identify when to continue, stop or modify research process

Verification strategies..

1. Method

- Methodological coherence (research Q & methods)

2. Sample

- Sample must be appropriate
- Efficient saturation of categories
- Saturation of data
- Seek negative case

3. Data collection & Analysis concurrently

4. Think theoretically (verify data)

Trustworthiness

Credibility

Transferability

Dependability

Confirmability

Validation strategies

Credibility

Confidence in truth of research findings

- Triangulation
- Member checking
- prolonged engagement
- Persistent observation
- Peer debriefing

Triangulation

- Method triangulation
- Data triangulation
- Researcher triangulation

Member checking

- Presenting findings of analysis to participants
- Assessing how far they consider them to reflect their perspectives

Transferability

- **Generalization** of the study findings to other situations and contexts.
 - NOT considered a viable naturalistic research objective
 - The contexts contributes to the interpretation of the data. Generalization in qualitative research is limited.
-
- **Purposive sampling**
 - to address the issue of transferability
 - specific information is maximized in relation to the context

Dependability

Findings are consistent and could be repeated

if credibility has been demonstrated, not necessary to demonstrate **dependability**.

Confirmability

Neutrality in research findings

Audit trial:

Researcher details the process of data collection, data analysis, and interpretation of the data.

Reflexivity

- keep and maintain a reflexive journal as a diary
- Researcher reflects on what is happening in the research process, with regard to his/her values and interests.

Negative case

- Look in details at the deviant/negative case
- Account for WHY they differ

Investigator's responsiveness

“Research is only as good as the investigator”

Researcher's credibility, sensitivity, flexibility & skill...

Lack of responsiveness of investigator at all stages of research process...GREATEST hidden threat!

Criteria for evaluation of research

1. Are the methods appropriate to research question(s)?
2. Are there clear accounts of criteria used to selection of participants
3. Was the data collection and record-keeping systematically?
4. Is reference made to accepted procedure for analysis?
5. How systematic is the analysis?
6. Is there adequate discussion of how themes, concepts and categories were driven from the data?
7. Is there adequate discussion of evidence for and against the researcher's argument?
8. Is a clear distinction between the data and its interpretation?
9. Is the connection to an existing body of knowledge or theory clear?

References

- National Centre for Social Research. 2003. *Quality in Qualitative Evaluation: A framework for assessing research evidence*. Strategy Unit, Government Chief Social Researcher's Office. Cabinet Office. [qqe_rep.pdf](#)
- Morse, et al. (2002) Verification Strategies for Establishing Reliability and Validity in Qualitative Research. *International Journal of Qualitative Methods*. 2002 1(2) 13-22.
- Patton, M. (1999) Enhancing the Quality and Credibility of Qualitative Analysis. *HSR: Health Services Research* 34:5 Part II (December 1999) 1189-1208
- Ulin, Priscilla R. (2005) *Qualitative methods in public health: a field guide for applied research*. Family Health International

