

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 OPINION Outline Issues 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 DMR  
Outline PURPOSIVE SAMPLING Issues interpret Coding TRANSCRIPT Narrative UNDERSTANDING DMR  
DMR OPINION DMR Issues Framework Analysis THEME DMR INTERPRET DMR understanding ISSUES  
DMR Phenomenology DMR Issues CONFIRMABILITY CASE STUDY DMR  
INTRODUCTION Note taking DMR COMMUNITY CONTENT ANALYSIS DMR  
OBSERVATION DMR Integrity DMR CONTEXT DMR Issues INTRODUCTION CONFIDENTIALITY Theme DMR Content Analysis  
Issues Note taking DMR Community Coding INTRODUCTION CONFIDENTIALITY

# In-Depth Interview Key Informant Interview

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After this lecture, you should be  
able to explain

What IDI and KII are

Who are key informants

When to conduct IDI and KII

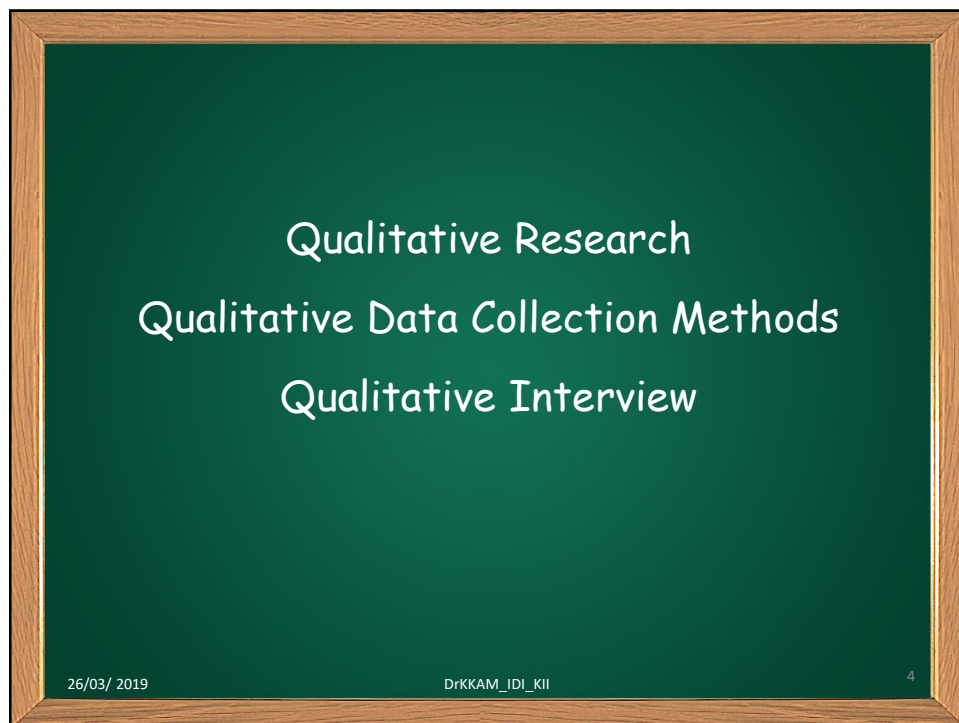
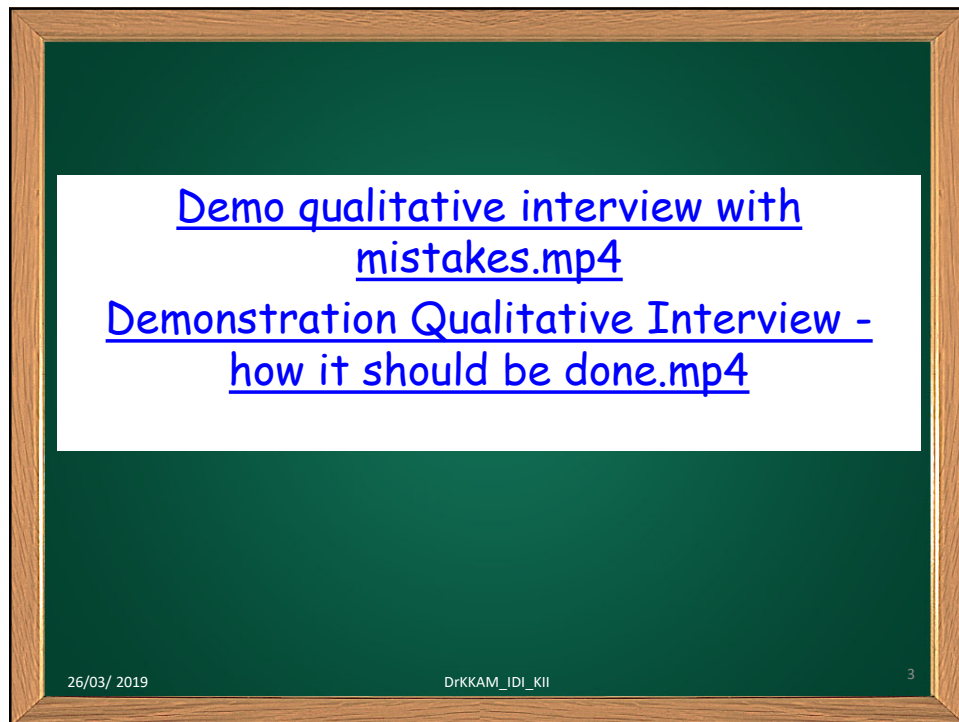
Steps involved in IDI and KII.

Advantages and disadvantages of IDI and  
KII

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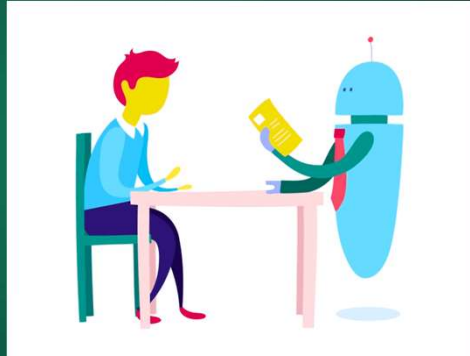
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## What is "Interviewing"?

- The **most commonly used method** in qualitative research
- The research interview is a **purposeful conversation**



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## What is IDI?

- Face-to-face encounters
- Between researcher and respondents (**one to one**)
- Directed towards understanding respondents' *perspectives on their lives, experiences, or situations as expressed in their own words*
- *About the respondent*
- *With an interview guide*

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## Role of interviewer in IDI

IDI is an interview where the **interviewer**, not an interview schedule or protocol, is the **research tool**. This means not only learning the answers to questions but learning which questions to ask

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"အမေကြီးကိုမြေးလင်မယားကခေါ်ပြီးစောင့်ရှောက်ထားတယ်။သူတို့ကလည်းဆင်းရဲရှာတဲ့ကြားကအမေကြီးကိုကျွေးထားရပြန်ရသတဲ့အမေကြီးဆေးကုချင်တယ်လို့မပြောရက်ပါဘူး။ဆေးပေးခန်းကလည်းဝေးတော့သူတို့ထမ်းပိုးပြီးလိုက်ပို့မှရောက်မှာအလုပ်ပျက်ပါတယ်အေ။"

(၇၄နှစ်ရှိအမျိုးသမီး၊မြေးနှင့်အတူနေထိုင်သူ၊အောင်ချမ်းသာရပ်ကွက်)

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"ချောင်းဆိုးနေတာကြာပြီ။ အခွဲခွဲခွဲခွဲသွားတယ်။ နာမည်တော့မသိဘူး။  
 ဝေးတယ်နည်းနည်းတော့သက်သာတယ်အမြဲတော့မသွားနိုင်ဘူး။ ဆိုက်ကားခအသွ  
 ဘဲရှုပ်အပြန်ရှုပ်ပေးနိုင်ဘူး။ ငွေမရှိဘူးလို့မူကူညီရေးတစ်ခုမရဘူးဘူးမရှိလို့လား  
 မသိလို့လားမသိဘူး။ သက်ကြီးပူဇော်ပွဲလုပ်တာတော့ကြားတယ်ပါမပါဘူး။ ငါ့ကိုစာရ  
 င်းမှာပါ/မပါမသိဘူး။"

(စင်စစ်ရှိအမျိုးသား၊ မိသားစုနှင့် နေထိုင်သူ၊ ခေတ္တရာမြို့သစ်)



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## When would you conduct IDI?

- The research interest is relatively clear and well-defined.
- Settings or people who are not otherwise accessible
- Issues which are sensitive
- To understand subjective human experience

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## Steps in IDI

1. Formulate study questions
2. Prepare a short interview guide
3. Select respondents
4. Conduct interview
5. Organize and analyze interview data

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## Examples of questions that help to structure the interview

*Introductory questions* - 'Can you tell me about ... ?'

*Clarifying questions*-

*Follow-up questions* - 'What happened then?'; You could also nod or say 'mmmm' to encourage the person to continue.

*Probing questions* - 'Could you tell me a bit more about that?'; 'Can you give me an example?'; 'Can you say more about ...?'

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## Emergency Contraceptive

Topics	Main Questions	Follow-up Questions
Knowledge	Can you tell me what you know about EC?	What have you heard from others? In your opinion, are these things true?
Source of information	Where did you hear about EC?	How did you happen to be discussing it?

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## Advantages and disadvantages of IDI

### Advantages

- Can develop **trust** between interviewer and interviewee
- Possible to **probe deeper** and therefore gain unexpected insights or new ideas
- Can reveal **unsought**, but **significant data**

### Disadvantages

- Generates lots of data and analysis may be difficult and time consuming
- **Interviewees may give answers they think the interviewer wants to hear**

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## What is KII?

- Face-to-face encounters
- Between researcher and respondents (**one to one** )
- Directed towards understanding issues regarding a topic with which interviewees have first-hand knowledge and expertise
- **Not about the respondent**
- *With an interview guide*

## Who are key informants?

Key informants are insiders with special knowledge, status, or communication skills, who are willing to share what they know with the researcher (Gilchrist 1992)

e.g community leaders, professionals, or residents

## When would you conduct KII?

- The research interest is relatively clear and well-defined.
- Settings or people who are not otherwise accessible
- Issues which are sensitive
- To understand subjective human experience

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## Steps in KII

1. Formulate study questions
2. Prepare a short interview guide
3. Select key informants
4. Conduct interview
5. Organize and analyze interview data

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“သားဖွားဆရာမနဲ့ဗိုက်အပ်ခွဲတယ်လက်သည်နဲ့ဗိုက်ပြင်ခွဲတယ်။ဆရာမနဲ့ဗိုက်အပ်ရတာစိတ်ကျေနပ်မှုရှိခွဲတယ်။ လက်သည်နဲ့အပ်တော့ဗိုက်ပဲပြင်ပေးတယ်။ ကိုယ့်ဗိုက်ထဲမှာ နေလို့ခက်တယ်ဆိုရင် လက်သည်နဲ့ဗိုက် ပြင်တယ်။”

(၃၉နှစ်၊ဘွဲ့ရ၊ကလေးနှစ်ဦးမိခင်)

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“PN မှာဆရာမကိုသိပ်မခေါ်ကြဘူး၊ ရိုးရာယုံကြည်မှုနဲ့အလေ့အထသူတို့က ချွေးအောင်းမှ နေလို့ ကောင်းတယ်လို့ ထင်ကြတယ်။”

(၃၆နှစ်၊ သားဖွားဆရာမ၊လုပ်သက်၆နှစ်)



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## Advantages of KII

- Provide information from **knowledgeable people**
- Provides an opportunity to build or strengthen relationships with important community informants and stakeholders
- Can raise awareness, interest, and enthusiasm around an issue
- Can contact informants to clarify issues as needed

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## Disadvantages of KII

- Selecting the "**right**" **key informants** may be **difficult** so they represent diverse backgrounds and viewpoints
- May be **challenging** to reach and schedule interviews with busy and/or hard-to-reach respondents
- Difficult to generalize results to the larger population unless interviewing many key informants

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## Reasons for delayed medical care in Breast cancer patients

*"I've been listening when people are being interviewed on television, so I found out that if you notice a lump in your breast rush to the hospital. And I had a lump in my breast, and it was itching, as if there was an insect there. So I went to the hospital. I also hear a lot about the disease on radio."*



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*"The delay usually is related to the patients. The patients they don't usually see the cancer at early stage or they don't self-examine with respect to breast cancer, they don't self-examine to detect the cancer at early stage."*



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## Take home message

- What IDI and KII are
- Who are key informants
- When to conduct IDI and KII
- Steps involved in IDI and KII.
- Advantages and disadvantages of IDI and KII

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