
Qualitative Methods in Health Research
DMR
Key Informant Interview
Framework Analysis
Grounded Theory
Purposive Sampling
Content Analysis
Discourse Analysis
In depth Interview
Case study
Focus Group Discussion
Trustworthy
Observation
Dependability
Confidentiality
Responsible
Transcript
Theme
Credibility
Triangulation
Narrative
Transferability
Reflexibility
Integrity
Confirmability
Ethical
Interest
Note taking
Community
Context
Introduction
Interpret
Understanding
Coding
Opinion
Issues
Research
Outline

METHOD TO GENERATE QUALITATIVE DATA: OBSERVATION

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Definition

- Observation is the systematic description of the events, behaviors, and artifacts of a social setting (Marshall & Rossman, 1989).

Aims of observational methods

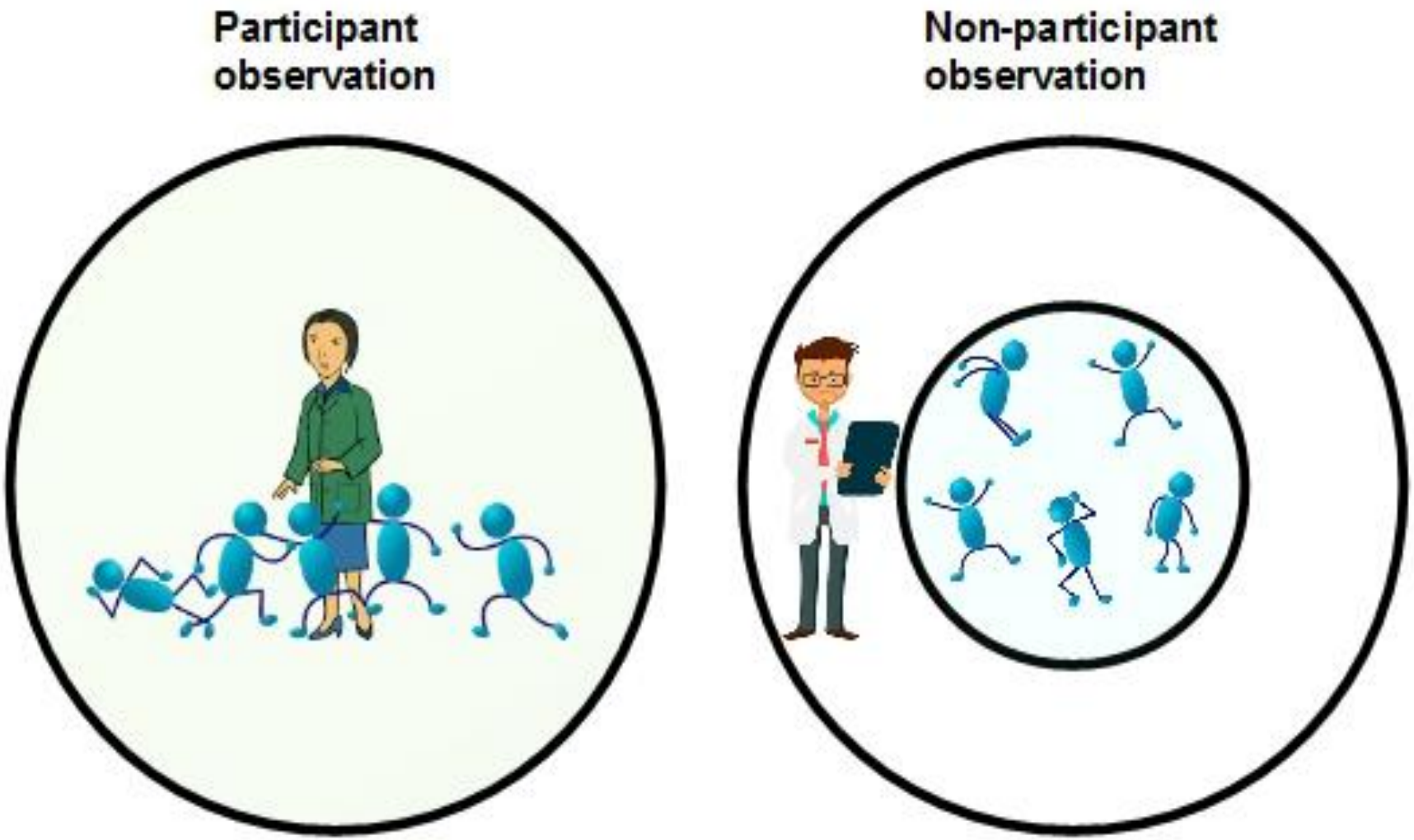
- If the aim of research is to understand a phenomenon, observational methods are often cited as the 'gold standard' of qualitative methods, given that they provide direct access to what people do, as well as what they say they do.

Two kinds of observation

- Observation of a human behavior
- Observation of an objects

Two types of observation

- Participant Observation
- Non-participant Observation



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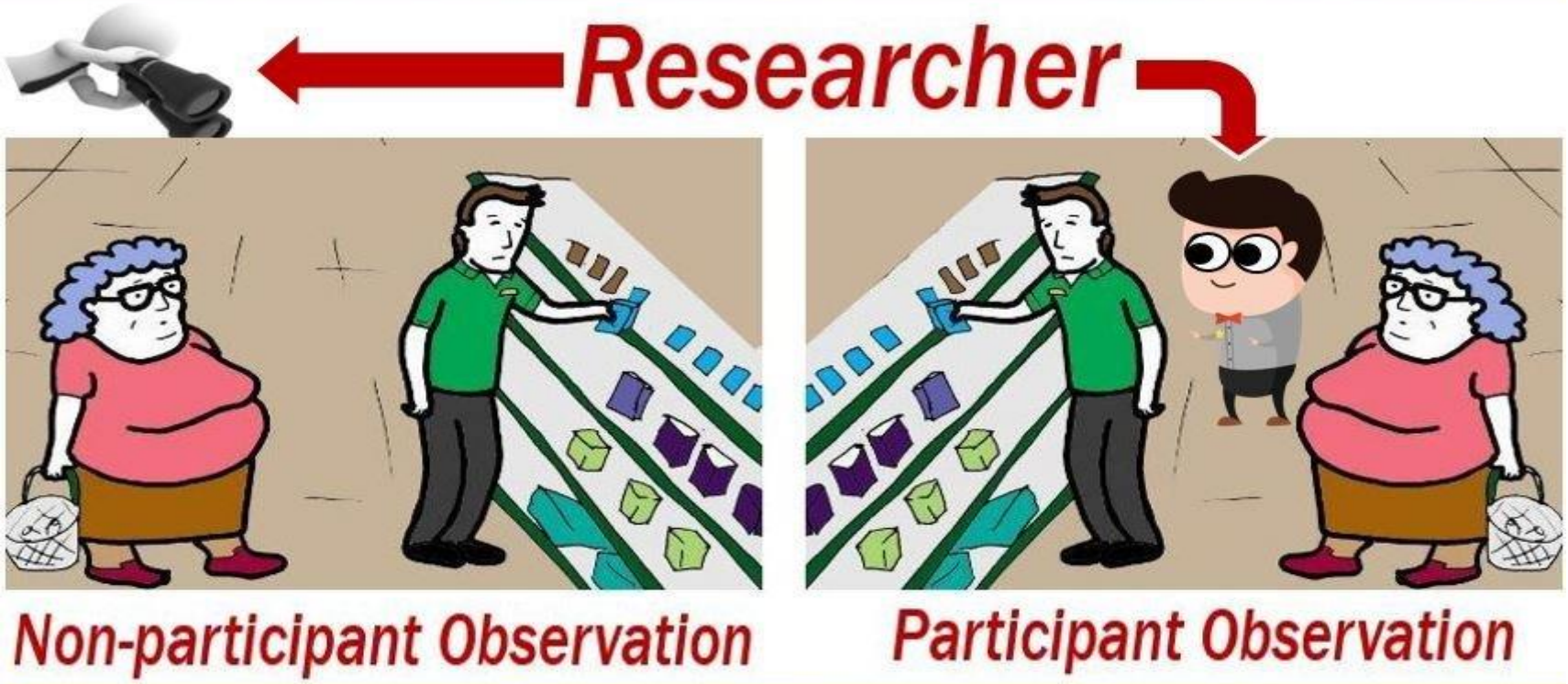
Observational Research



Source: Google Images

Participant Observation

Source: Google Images

Non-participant Observation

Source: Google Images

Covert Observation

- occurs when those who are being observed are **unaware** that you are observing them

Overt Observation

- occurs where the participants are **aware** of being observed them for research purposes

Types of observation

- Participant vs. Non-participant
- Direct vs. indirect
- Disguised (covert) vs. undisguised(overt)
- Structured vs. unstructured
- Human vs. mechanical

- Observation technique is popular with social scientists, natural scientists, engineers, computer scientists, educational researchers and market researchers.
- This method is used to obtain additional more accurate information and to check on information.
- Observations are guided by the research questions.

Data Collection Tools for Observation

- Observation Checklist
- Observation Guide

Observation checklist

- Observations are systematically recorded, often using an **observation checklist.**
- An observation checklist is a list of questions that an observer will be looking to answer whey they are doing a specific observation of (??).
- Data are analyzed using both quantitative and qualitative data analysis methods.

Observation Form

Facility:		**Period Number*:**		**Session Number*:**	
Service:		**Date:** (dd/mm/yy)	/ /	**Observer:** (initials)	
Ward:		**Start/End time:** (hh:mm)	: / :	**Page N°:**	
Department:		**Session duration:** (min)		**City**:**	
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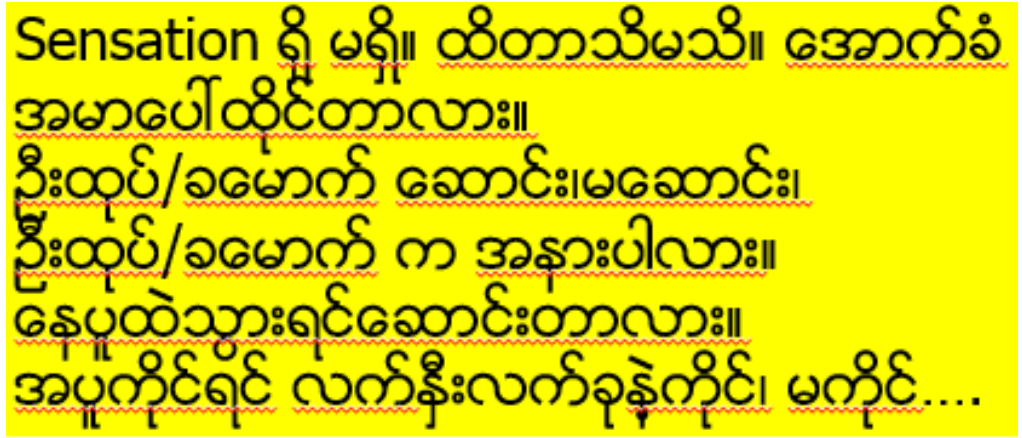
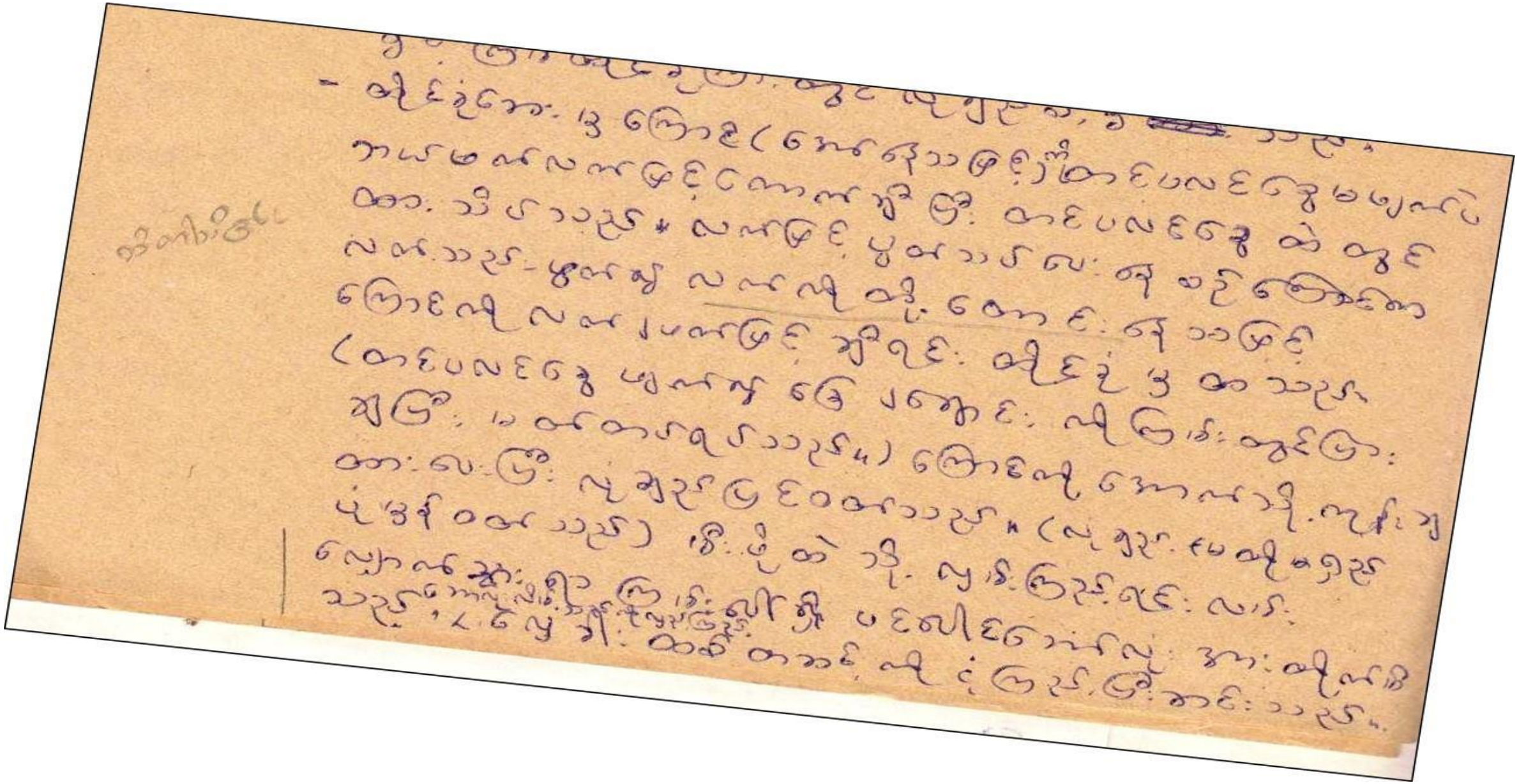
Writing observation field notes

- Usually used for unstructured observation
- Needs Observation Guide (like Quali guide)
- Researcher must not write done while observing but **memorize key points** in his/her mind
- **Write field notes immediately after the observation** (in other place)

E.g. Observation Guide (unstructured)

- Please observe self care behaviors of PAL (Persons affected with Leprosy)
  - Prevention of pressure soles
  - Prevention from heat/burn





Strengths and weaknesses of participant observation

Strengths

- Allows for insight into contexts, relationships, behavior
- Can provide information previously unknown to researchers that is crucial for project design, data collection, and interpretation of other data

Weaknesses

- Time-consuming
- Documentation relies on memory, personal discipline, and diligence of researcher
- Requires conscious effect at objectivity because method is inherently subjective

How are participant observation data used?

- Facilitate and develop positive relationships among researchers and key informants, stakeholders, and gate keepers.
- Improve the design of other methods, such as interviews and focus groups.
- Cultural understanding gained through participant observation and this allows the researcher to ask more appropriate follow-up questions and probes.
- Participant observation data also provide a context for understanding data collected through other methods.

What to observe during participant observation?

Category	Includes	Researchers should note
Appearance	Clothing, age, gender, physical appearance	Anything that might indicate membership in groups or in sub-populations of interest to the study, such as profession, social status, socioeconomic class, religion, or ethnicity
Verbal behavior and interactions	Who speaks to whom and for how long; who initiates interaction; languages or dialects spoken; tone of voice	Gender, age, ethnicity, and profession of speakers; dynamics of interaction
Physical behavior and gestures	What people do, who does what, who interacts with whom, who is not interacting	How people use their bodies and voices to communicate different emotions; what individuals' behaviors indicate about their feelings toward one another, their social rank, or their profession

What to observe during participant observation?

Category	Includes	Researchers should note
Personal space	How close people stand to one another	What individuals' preferences concerning personal space suggest about their relationships
Human traffic	People who enter, leave and spend time at the observation site	Where people enter and exit; how long they stay; who they are (ethnicity, age, gender)
People who stand out	Identification of people who receive a lot of attention from others	The characteristics of these individuals; what differentiates them from others; whether people consult them or they approach other people; whether they seem to be strangers or well known by others present

Mystery clients in observation

What are mystery clients?

- Mystery clients are trained people (usually community members) who visit program facilities in the assumed role of clients, and then report (by completing a survey or through an interview) on their experience.

  For example, an adolescent might be sent to a health clinic looking for contraceptive services, and then be interviewed to find out about the quality of the visit.

When is the use of mystery clients appropriate?

- Primarily for the monitoring of site improvements, rather than as an evaluation tool
- Information from the mystery client is fed back to the clinic so that the clinic can improve its service provision.

What are the advantages and limitations of mystery client interviews?

- The primary advantages of using mystery clients are for avoiding bias in service delivery observation and increasing the number of observations of service provision for program improvement.
- There are a few limitations and pitfalls, each of which is described below.
  - Recruitment can be difficult
  - Dependent on mystery client recall
  - Need to ensure reliability
  - Information produced can be limited

What is the process for conducting mystery client interviews?

- The process for using mystery clients follows the same general process as is followed for other research.
- The steps are as follows:
  1. Plan
  2. Develop instruments
  3. Train interviewers and mystery clients
  4. Collect data
  5. Analyze data
  6. Disseminate findings

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Please keep observing.

Thank you for your attention!