

**Qualitative Methods in Health Research**

The word cloud contains the following terms and concepts:

- Research Methods:** Grounded Theory, Framework Analysis, Case study, Discourse Analysis, In depth Interview, Focus Group Discussion, Trustworthy Observation, Phenomenology, Community, Content Analysis, Interview, Note taking, Transcription, Triangulation, Focus group discussion, Purposive sampling, Ethical, Confidentiality, Reflexivity, Integrity, Transferability, Dependability, Confirmability, Credibility, Reliability, Validity, Generalizability, Interpretability, Transferability, Dependability, Confirmability, Credibility, Reliability, Validity, Generalizability, Interpretability.
- Theoretical Concepts:** Narrative, Theme, Context, Issues, DMR, Research, Opinion, Theme, Observation, Dependability, Outline, Context, Issues, Credibility, Research, Key Informant Interview, Note taking, Grounded Theory, Confirmability, Purposive sampling, Case study, Interpret, Ethical, Confidentiality, Integrity, Transferability, Dependability, Confirmability, Credibility, Reliability, Validity, Generalizability, Interpretability.
- Other Terms:** Interest, Responsible, Narrative, Context, Issues, DMR, Research, Opinion, Theme, Observation, Dependability, Outline, Context, Issues, Credibility, Research, Key Informant Interview, Note taking, Grounded Theory, Confirmability, Purposive sampling, Case study, Interpret, Ethical, Confidentiality, Integrity, Transferability, Dependability, Confirmability, Credibility, Reliability, Validity, Generalizability, Interpretability.



# Presenting Qualitative Data

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# Results (Page 3)

## Presenting Qualitative Data x 5 minutes

**Provider and service-user perspectives of volunteer health-worker service provision in Ayeyarwady Region, Myanmar: a qualitative study**

Group 1, 3


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Nicola Watt,<sup>1</sup> Aye Yupar,<sup>2,3</sup> Paul Sender,<sup>2,3</sup> Fiona Campbell,<sup>1,2</sup>  
Helena Legido-Quigley,<sup>4</sup> Natasha Howard<sup>1</sup>

**What do you see?**

**Facilitators and Barriers to Breastfeeding and Exclusive Breastfeeding in Kilimanjaro Region, Tanzania: A Qualitative Study**

Group 2, 4

Melina Mgongo <sup>1,2</sup> Tamara H. Hussein,<sup>2,3</sup> Babill Stray-Pedersen,<sup>1,2,4</sup>  
Siri Vangen,<sup>1,4,5</sup> Sia E. Msuya,<sup>2,6,7</sup> and Margareta Wandel<sup>3</sup>

# Presenting Qualitative Data

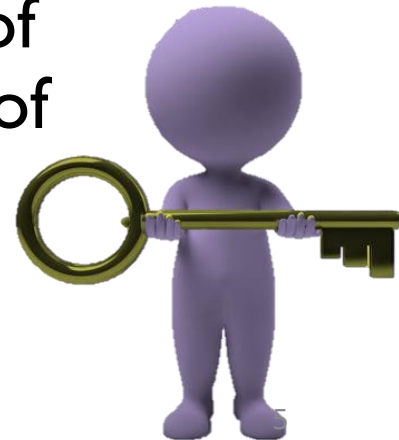


- Text
- Illustrations

# Text

**Follow these guidelines when writing the **Text** to describe qualitative data:**

1. Brief **Background** characteristics
2. What **Themes/subthemes** are emerging?
  - i. Use '**Simple numerical count**' (Avoid using percentage)
  - ii. Citing Interview **Quotes** from transcripts
  - iii. Use **Identifiers** (to identify characteristics of participants to support the interpretation of findings)
  - iv. **Report Deviant/typical cases**
  - v. Summarize as an **introductory paragraph**



# I. Brief Background characteristics

- How many IDIs, FGDs, KIs, etc are involved in your study?
- What are the important characteristics of the participants?



*3.1. Socio-Demographics of Study Participants.* The mothers' **ages** ranged between 19 and 47 with a mean age of 28 years. The majority (65.4%) had primary school **education**. The participating mothers had a range of 1-7 **children**, with an average of 3.

(Watt N et al, 2016 -Myanmar)

## 2. What themes/subthemes are emerging?

### Derivation of themes

- Were themes identified **in advance** or **derived from the data**?
- List 'Themes' & 'Sub-themes'



### RESULTS

Results are presented under themes of accessibility and affordability, trust and acceptability, perceived quality and effectiveness and perceived value, disaggregated by

(Watt N et al, 2016- Myanmar)

## 2.1 Simple numerical count

- Can use semi-quantitative information
  - Eg: **many** participants **felt**, **most** respondents **believed**, **twenty out of the** thirty participants **responded**...

- All ...
- \* Many ...
- \* Almost all ...
- \* Most ...

- \* Some ..



1 2 3 4 5

- \* Few ...
- \* The majority ...
- \* However, one ...

+ emotions/feelings  
(smile, happy, disappointed, angry)



( Do not use Percentage %)



## 2.1 Simple numerical count

### Community providers

Most VHWs (10/15) were routinely visited by small number of service users from other villages or temporarily resident between villages. Estimated travel times for visiting service users were 10 min to an hour on foot, or in one case, 30 min by motorboat. Most VHWs said they would accept visiting service users, but would not travel to them. However, one-third (ie, three men, three women) provided services in other villages, travelling 10 min to an hour on foot or by boat. VHCs reportedly did not cooperate between villages to organise health services, at most coordinating immunisation visits or sharing information at RHC meetings.

Affordability of non-voluntary services was acknowledged as a concern by VHWs and midwives. Four VHWs noted that they were mainly used by poor people and some VHCs described the pro-poor impact they felt they were having.

(Watt N et al, 2016- Myanmar)

## 2.1 Simple numerical count

### Do & Don't



Most said they appreciated the work of VHWs, though many mentioned they would like additional or different services. Two mentioned VHWs facilitating immunisation, and several discussed interactions with VHWs related to health education. VHWs were encouraged to provide health promotion. While 24% (13/54) of service users listed preventive actions they had learnt (eg, keeping themselves and environment clean, being careful with food), those who attended health education sessions often could not remember what they were about. Approximately 25% mentioned the value of VHW referral to other services.

(Watt N et al, 2016- Myanmar)

## 2.2 Citing Interview **Quotes** from transcripts

- In general, quotes are reproduced verbatim from the interview transcript or field notes, **with the grammar and vocabulary of the original**



**Sub-theme: EBF prevents child sickness**

*“To my experience the child does not cough very often, compared to my previous children when I did not practice exclusive breastfeeding, they used to get flu, coughs...” FGD 9*

*“This is my third child..., I followed the advice from the doctor as he told me my child will not suffer from frequent illnesses so I thought that was good and I followed the advice...” FGD 5*

(Mgongo M et al, 2016 - Tanzania)

## 2.2 Citing Interview Quotes

1. **Amount** – in principle, you need to include **enough for the reader** to judge the credibility of your interpretation  
As a general rule of thumb, **try and use at least two different quotations from two different people** to support each argument.
2. **Choosing- Typical, Deviant**
3. **Identifiers**
4. Use **house style** for quotations (eg: “ .....”Italics, Indented)
5. Make sure to **use data from most/all participants** (eg: if you did 20 IDs, but you ever cite 7 Key informants, the reader/supervisor/ examiner will worry)
6. Recheck your quote- **over-quoting**

## 2.3 Identifiers

- *Assure that no harm comes to participants.*
- Maintaining confidentiality for participants

1. **Personal characteristics-** (Eg: age, gender, or whatever categories are important to the research)

Eg: 31 years female, graduated MVW, who lived here in 8 years

2. **Pronoun-** KI 3, KI7, IDI 4, P6 , interview **code number, pseudonyms** if this would breach confidentiality

## Community providers

VHWs described the value they provided.

Before I was CHW, some mothers were afraid to get immunisation for children because children can get fever from immunisation therefore they were afraid. But after I provided information, [...] now all children get immunised (Male provider, CHW)

(Watt N et al, 2016- Myanmar)

# 3 Identifiers

*“Since some children refuse to be breastfed, it is a mother’s obligation to breastfeed if the child shows that it wants breastmilk” FGD 7.*

*“It’s a way of thanksgiving as other babies refuse to breastfeed” FGD5.*

(Mgongo M et al, 2016 - Tanzania)

\*\*\* The **length** of the identifier required depends on the purpose and topic of the research

Some study designs will pose confidentiality problem –eg: case studies  
- Participants have read draft reports and are happy about publication before dissemination more widely

## 2.4 Report Deviant cases

"ကိုယ်ကြည့်ရင်ပိုပြီးတော့ ကိုယ်  
ပြုစုနိုင်တာပေါ့...တခြားလူက  
ကိုယ့်လောက်...ဘယ်ကြည့်နိုင်  
မလဲ...မတူနိုင်ဘူး...ကွာတယ်..  
အဖိုးအဖွားတွေကြည့်တာ  
မိဘလောက် မကောင်းနိုင်ဘူး"

(အသက်၃၉နှစ်၊ရွှေပြောင်းလုပ်ကိုင်ခြင်းမရှိသောမိသားစုမှ  
(၄)နှစ်အရွယ်ကလေး၏အမေ)

"ကလေးကျန်းမာရေးအတွက်ကောင်း  
တယ်ထင်တယ်....ပြန်ပို့ပေးတဲ့ငွေနဲ့  
ကလေး ကျန်းမာရေးစရိတ်  
ကာမိတာပေါ့...."

(အသက်(၅၀)၊ ဈေးသည်၊ မိဘနှစ်ယောက်လုံး  
ရွှေပြောင်းလုပ်ကိုင်နေသော မိသားစု (၃)နှစ်အရွယ်  
ကလေး၏အဖွား)

## 2.4 Report Deviant cases

### Theme: Trust and acceptability

The AMW's house is far away, she has no experience and can't deliver... **No trust.** (Female service user, child fever)

It's a long way to go. I go every time I'm ill, he knows me well and **I trust him.** (Male service user, sneezing)

(Watt N et al, 2016- Myanmar)



## 2.5 Summarize as an **introductory paragraph**

- Detailed Explanation on each 'Themes' & 'Sub-themes'
  - Eg: if you did 20 IDIs, a theme is emerged from 7 Key informants
    - You only cite 2 informants + **you left 5 informants**



All information of 7 informants should be reported in Introductory Paragraph (though only 2 are cited)

## 2.5 Summarize as an **introductory paragraph**

### Introductory Paragraph

*Breastfeeding Creates Happiness.* A majority of the mothers said that the breastfeeding process creates happiness and bonding between mother and child. Breastfeeding makes the mother feel happy. In addition, many mothers said that while breastfeeding they get special attention from other family members and their partners. The mothers-in-law will come to help, and it is at this time that special foods like mtori (mashed banana with beef), soups, and kitawa (mashed banana with sour milk) are prepared for the breastfeeding mother to enable her to breastfeed properly. Further, the mother gets help with the household chores so that she can relax. When the mother receives this special care, it makes her feel happy and enjoy breastfeeding.

### Quotation

*"I enjoy breastfeeding my baby. When my baby is happy I am happy too"* FGD 7.

*"It's time for me to eat. I get different special foods like soups, porridge so that I can breastfeed . . . ."* FGD 4.

### Identifier

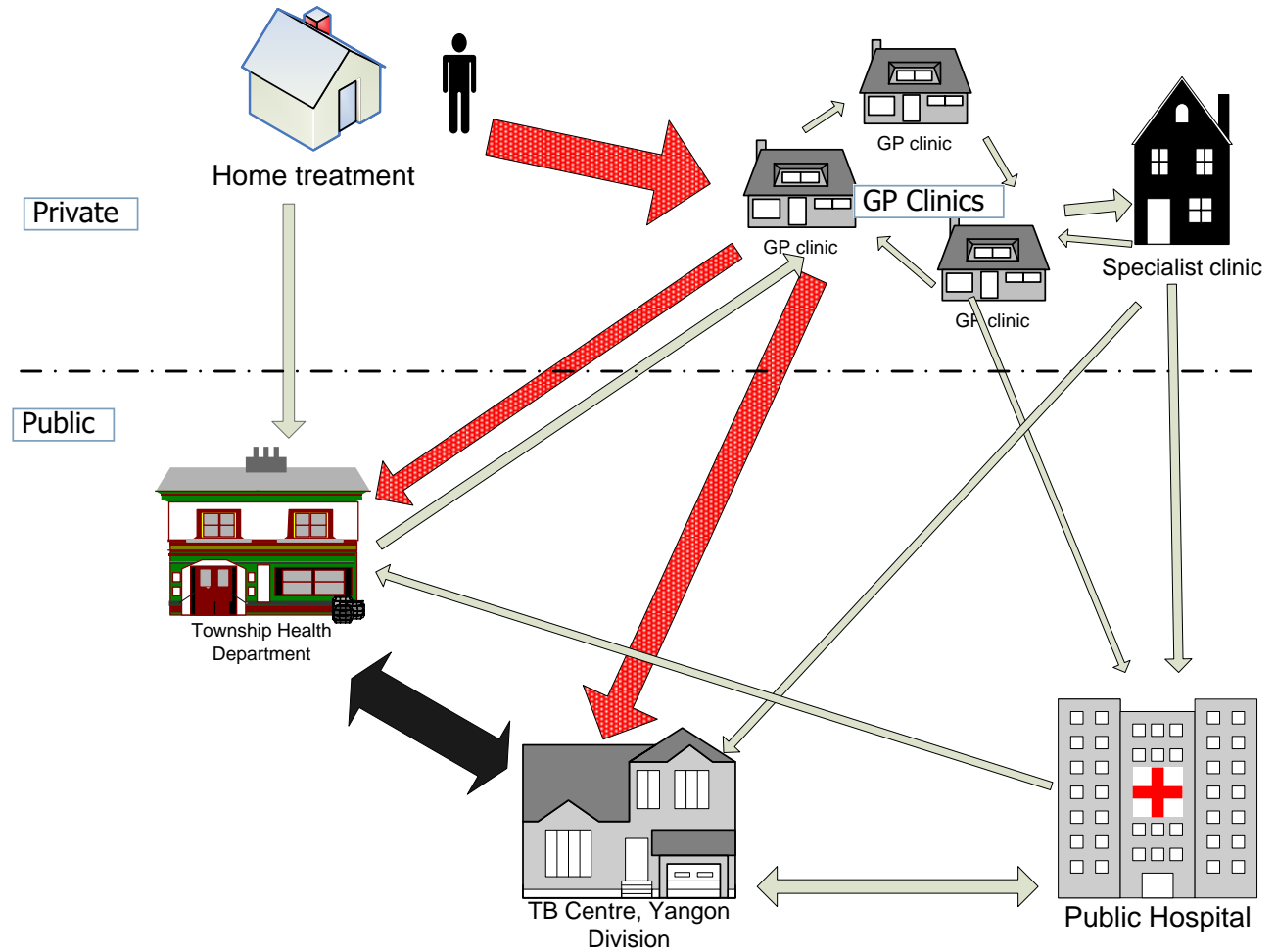
(Mgongo M et al, 2016 - Tanzania)

# Illustrations


## Three key points about **illustrations**

- ❖ Evidence (seeing is believing)
- ❖ Efficiency (a picture is worth a thousand words)
- ❖ Emphasis (to stress a point)

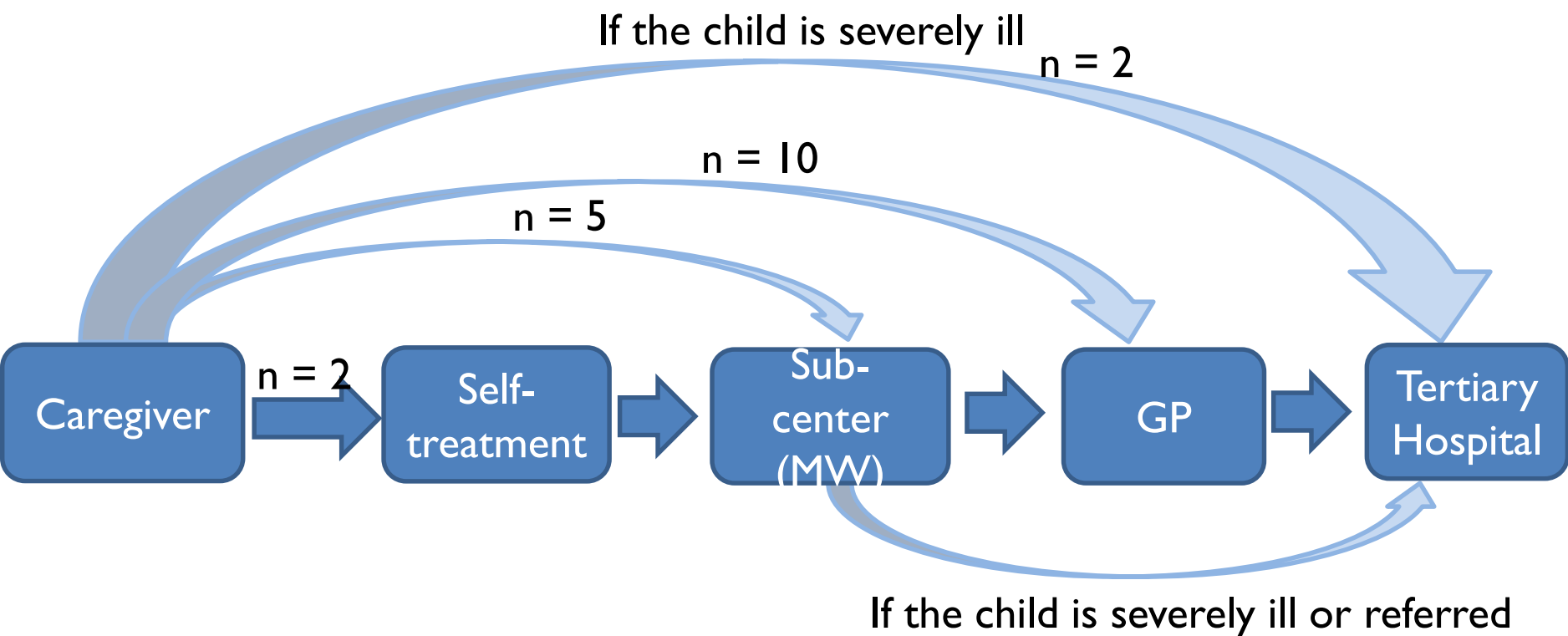
# Eg: Treatment seeking practice of TB patients



 Most common pathways of treatment seeking

 Most common pathways of referral

# Eg: Health seeking practice of caregivers of U5 Children in Pha-An township





# Including photos

- Photography should only be included to convey a message, not merely as decoration
- Photos must be explained
- Photos should imply **IMPORTANT** ethical, cultural, or social issues



*Handicapped international:  
Results in physical activity*



*Economy in Mexico: Petrol  
prices evoke anxiety in  
population*

# Summary

## Presenting qualitative data

1. Brief **Background** characteristics
2. What **Themes/subthemes** are emerging?
  - i. Use '**Simple numerical count**' (Avoid using percentage)
  - ii. Citing Interview **Quotes** from transcripts
  - iii. Use **Identifiers**
  - iv. **Report Deviant/typical cases**  
(Variation/regularities within data)
  - v. Summarize as an **introductory paragraph**



# References

1. John W. Creswell. 2013. *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. Third Edition ed. London: SAGE.
2. Judith Green, and Nicki Thorogood. 2014. *Qualitative Methods for Health Research*. 3rd Edition ed. London: SAGE
3. Mgongo M et al. 2019. Facilitators and Barriers to breastfeeding and exclusive breastfeeding in Kilimanjaro Region, Tanzania: a Qualitative study
4. Saw, Saw. 2018. Presentation of Qualitative Data (ppt) . Department of Medical Research, Yangon.
5. USAIDS. (No date). Qualitative Methods in Evaluation of Public Health Programs: Data presentation & dissemination (ppt)
6. Watt N, Yupar A, Sender P, et al. 2016. Provider and service-user perspectives of volunteer health-worker service provision in Ayeyarwady Region, Myanmar: a qualitative study, *BMJ Open*