

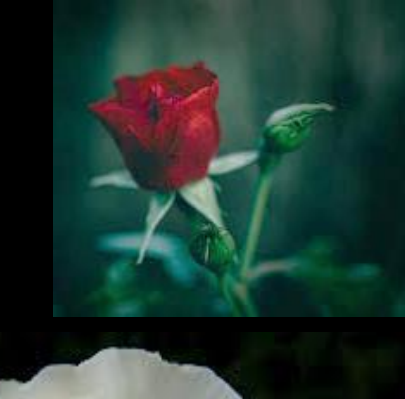
INTEREST TRANSCRIPT Issues RESPONSIBLE NARRATIVE context
DMR CASE STUDY Transferability TRUSTWORTHY ISSUES THEME DEPENDABILITY Observation opinion Theme
DMR KEY INFORMANT INTERVIEW INTEREST FRAMEWORK ANALYSIS context
DMR Reflexibility NOTE TAKING Credibility OUTLINE TRIANGULATION TRANSFERABILITY context 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

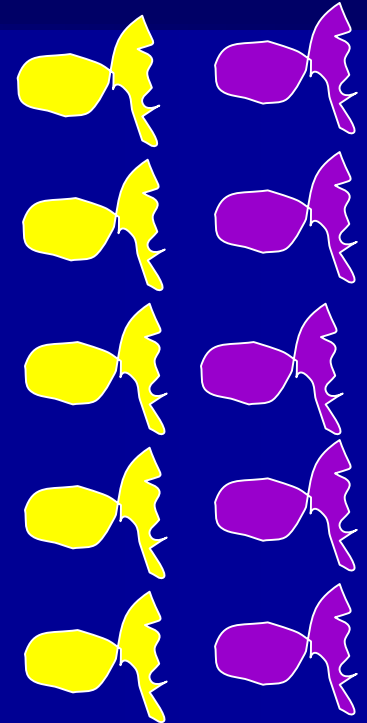
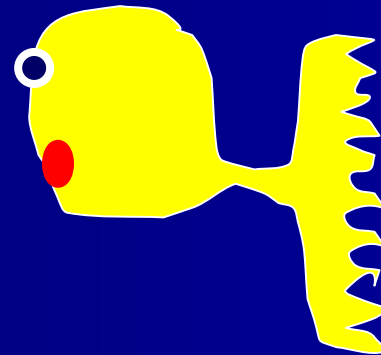
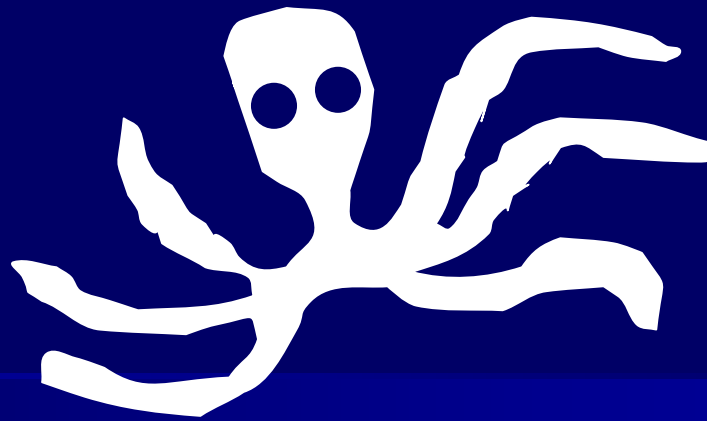
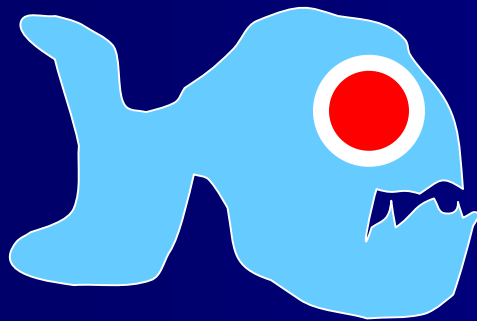
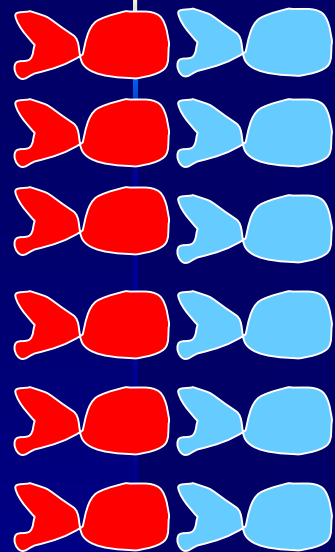
NARRATIVE TRUSTWORTHY TRANSFERABILITY Integrity REFLEXIBILITY Outline DMR
DMR Issues DEPENDABILITY DMR ON INTEREST CODING OPINION ISSUES
DMR NARRATIVE INTEGRITY DMR ch DMR opinion DMR GROUNDED THEORY
Focus Group Discussion Trustworthy Observation understanding DMR
Outline PURPOSIVE SAMPLING Issues interpret Coding TRANSCRIPT Narrative UNDERSTANDING DMR
DMR OPINION DMR Issues Framework Analysis THEME DMR INTERPRET DMR understanding DMR
DMR Phenomenology DMR Issues CONFIRMABILITY CASE STUDY DMR
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

Introduction to Qualitative Research

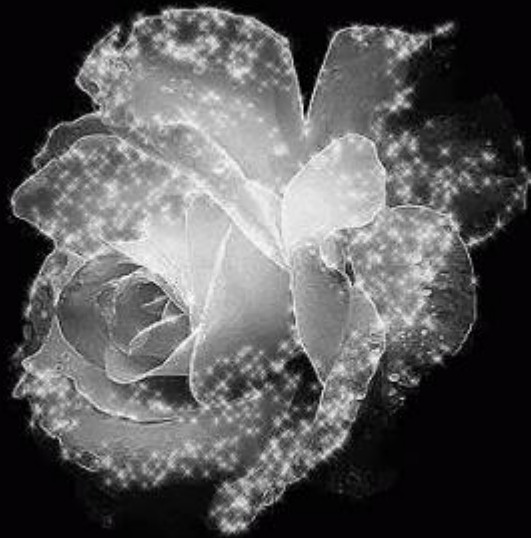
Dr. Saw Saw
Director(Socio-Medical Research)
Department of Medical Research



1. What is qualitative research?



What did you see in the above slide?



https://cgap.exposure.co/2016-cgap-photo-contest?cid=EAP_FBMYANMAREN_D_EXT
3rd Prize: Pyae Phyo Thet Paing. Farmer's' Family



■ **From the photographer:** "This is the hottest area of Myanmar and most people from this area live by farming. Here, a farmer is going to his pea farm with his family to teach agriculture. Planting and selling is their own business in their village. I walked along the village road and took this photo from a bridge."

■ **From the judges:** "When you look at the shadows, you see so much more of their movement and identity, and it gives much more information – something you would not know – just by looking at them from the top." —Nicole Cappello, National Geographic

Qualitative research ... interpretative

**Quantitative research addresses questions of how many
... it describes**





Qualitative research ... Why?

**Quantitative research ... How
many? How often?**

SSaw-Into to Quali QMHR (25-29March2019)
DMR (POLB)

Three keys to successful qualitative research

The art of asking “**Why?**”

The art of “**Listening**”

Research as a creative process of investigation

How is qualitative research used?

A preliminary step to aid in developing a quantitative study

A way to help understand the results of a quantitative study

The primary data collection method

Qualitative and quantitative methods

Qualitative ≈ words, texts, pictures,..
recorded in narrative form.

Give **INSIGHT** in human behavior and nature of the problem

"Why" "What" "How"

Quantitative ≈ numbers
counted and expressed numerically.

Used to **QUANTIFY** the size, distribution & association
"How many" "How often" "How significant"

☆ **Usage of data collection method depends on the objectives, type of study and variables** ☆

Quantitative data

1

2

3

4

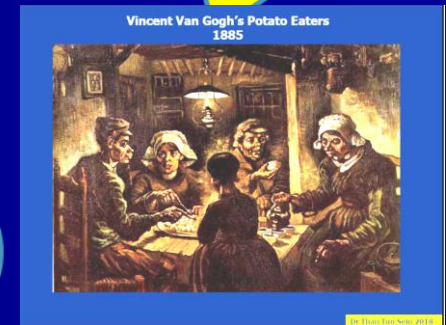
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Qualitative data

ဆေးရုံမှာစောင့်လိုက်ရတာ
.....

ဒီလိုပါဘဲ...

အဆင်ပြေပါတယ်...



Choosing

Quanti

Quanti



Quantitative

To answer

how many

how significant

how often

Qualitative

To answer

why

what

how

Choosing quanti or quali methods

Quantitative

- You can isolate and define variables
- Link variables to form hypotheses before data collection
- The issue is known, simple and unambiguous
- You want factual information
- You want to collect information on only at a very general level
- You need large numbers of respondents
- You want to generalize

Qualitative

- Little is known/new topic
- To explore ideas, experiences, opinions...
- To get rich data within short period of time
- As a preliminary step to quantitative study
- To understand/interpret the results of quantitative study

AN care

Objectives that can be fulfilled by Quanti data collection

Objectives that can be fulfilled by Quali data collection

Choose the methods most appropriate for a specific investigation and a problem.

- You want to find out whether men are more likely than women to follow medical advice about diet

Choose a quantitative design

- You want to know why women are less likely to follow medical advice:

Choose a qualitative design

You want to know....

- How many people in a population have been diagnosed with diabetes
- Their distribution by age and gender
- How often people with diabetes present to the clinic
- How many diabetic patients follow medical advice on appropriate diet

Quantitative research

You want to know....

- What people understand the diagnosis of diabetes to mean?
- Why some people present more often than others for care
- Why some patients follow doctor's recommendations and others do not

Qualitative research

Which data collection Methods would you apply?

Background Scenario

Village Health Committee (VHC) established in Ayeyawady Region

- Training provided for team building, financial management by INGO
- Seed money/fund was provided
- VHC manage emergency health fund and revolving fund
- VHC provide transportation cost for emergency referral (MNCH)

You want to:

- Know about successes/ failures of Village Health Committee and Reasons
- Know whether emergency referral for MNCH improved after 3 years

Which data collection Methods would you apply?

Mixing quantitative and qualitative methods

Creative
Imaginative
Wise

Thank You

