



Session # E8, 4:15-5:15pm Friday

Listening to Their Voice: A Primer on Conducting Qualitative Research in Integrated Care Settings

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Faculty Disclosure

The presenters of this session have NOT had any relevant financial relationships during the past 12 months.


The views expressed in this presentation are those of the authors and do not reflect the views or official policy of the Department of Veteran Affairs or other departments of the US Government.



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Conference Resources

Slides and handouts shared by our conference presenters are available on the CFHA website at https://www.cfha.net/page/Resources_2019 and on the conference mobile app.





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Learning Objectives

At the conclusion of this session, the participant will be able to:


- Identify 2 reasons to consider doing a qualitative study
- Describe the elements of a good qualitative research question
- Describe 1 common strategy for qualitative data collection and one novel strategy



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Learning Assessment

- A learning assessment is required for CE credit.
- A question and answer period will be conducted at the end of this presentation.



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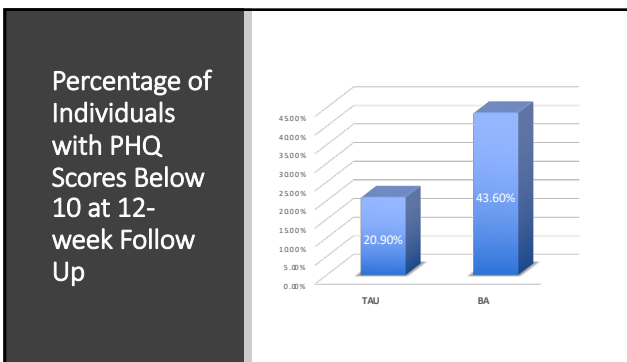
Current State of Integrated Primary Care Research



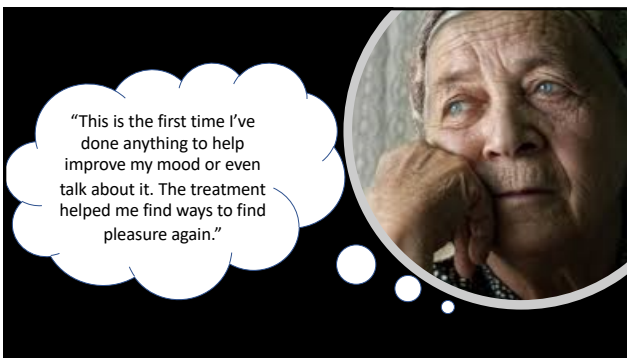
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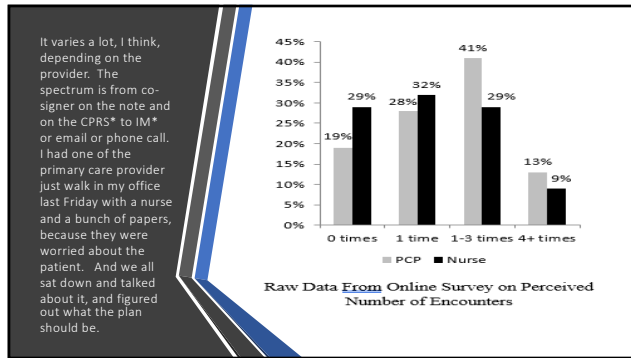
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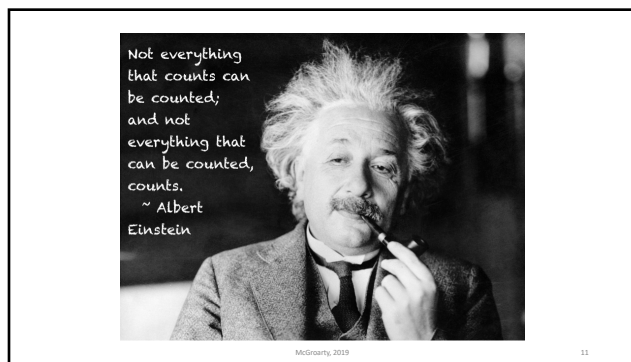
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Why Bother?



- Exploration
- Complexity
- Context
- Explanation
- Measures don't fit the problem well
- Funding
- Research Clinician Gap

* Sauro, J. (2015). Five types of qualitative methods. MeasuringU. <http://measuringu.com/qual-methods/>

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OK SO Maybe Qualitative research can be useful but isn't it really complicated?

How do I "do" it??

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Orientation to Qualitative Epistemology

Knowing versus Doing

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Characteristics of Qualitative Research

- Understand a phenomena or a behavior deeply
- Understand participant perspective
- Possibly GENERATE a hypothesis
- Natural /Real World (v lab) setting
- Sampling is purposive (v RCT)
- Data analysis is ongoing

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Qualitative Research Questions

- Open ended
- Easily understood
- General
- Vaguely worded
- Contain words like
 - Lived/Personal Experience
 - Understanding
 - Meaning
 - Stories
- Evolve with the study

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Research Questions

Qualitative

- What is the experience of senior adult males experiencing depressive symptoms?
- How do people who witness domestic violence as children, understand how it affects their current relationships?
- How do African-Americans experience seeking help for mental health concerns?

Quantitative

- What is the impact of behavioral medication coaching on medication compliance in senior adult male patients with a PQH 9 score above 10?
- What are the impacts of childhood exposure to family domestic violence on romantic relationships in adulthood?
- What are African-Americans utilization rates of mental health services.

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Sampling Considerations

N =12 (Cresswell, 2017)

Types

- Purposive
- Quota
- Snowball

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Qualitative Data Collection

- Traditional
 - Participant observation
 - Semi Structured interviews
 - Journals
 - Focus Groups
- Innovative
 - Texts
 - Social Media
 - Posts
 - Images
 - EMR Phrases



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Ethics of Collecting Qualitative Data

- IRB
- Consent
- Consequences
 - Where is this data going to go
 - How can it negatively impact participants?
- Storage
- Destruction
- Themes v Individual Quotes

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Data Analysis

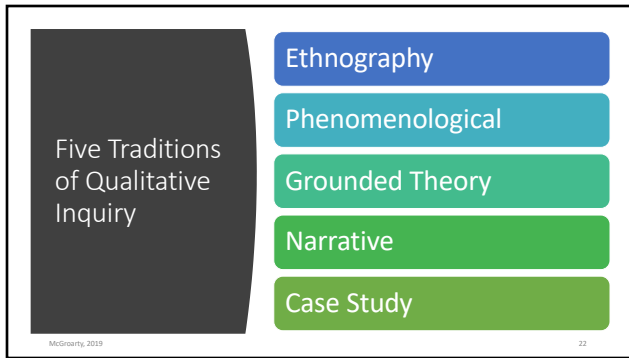
- Ongoing
- Iterative & Recursive
- Defined by the Methodology
- Extraction of Meaning Units/Themes
 - By Brain
 - By Computer

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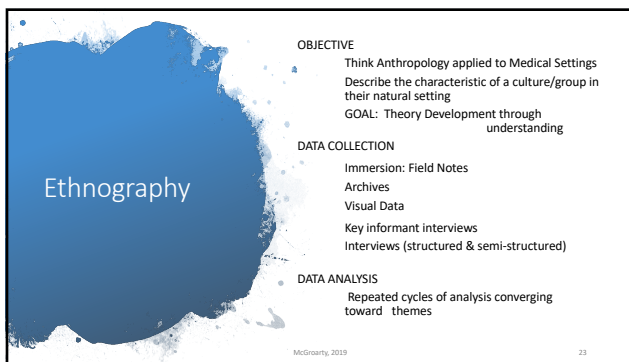
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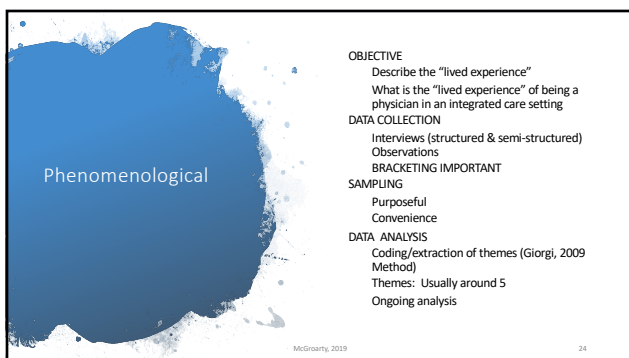
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Narrative Methods

OBJECTIVE
 "Systematically gather, analyze & represent people's stories" (Etherington)
 Parents' decision making process after their child is diagnosed with ADHD

TYPES (Determined by research goal)
 Narrative
 Discourse Analysis-focus on speech/linguistics
 Historical-link past & present


DATA COLLECTION (NO CLEAR START & STOP)
 Encompasses lots of data from different sources
 Interviews, documents

DATA ANALYSIS
 Not a priori determined as it is in grounded theory or phenomenological studies
 Content versus meaning of the stories

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Grounded Theory

(Glaser & Strauss, 1967)

CHARACTERISTICS
 Both Inductive & Deductive

OBJECTIVE
 Develop a theory "grounded" in the data
 Generate hypothesis

SAMPLING
 Theoretical Sampling (related to research question)

DATA COLLECTION-Looking for saturation
 Participant Observation
 Interviews
 Documents, artifacts, pictorial history

DATA ANALYSIS
 Constant Comparative Method (move back and forth between the data)
 Coding
 Open
 Axial
 Selective


LITERATURE REVIEW
 Collected during/after study to avoid bias

EXAMPLE
 Dr Beehler

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Case Study

EXAMPLE
 Family heartbreak: A case of post partum heart failure..

OBJECTIVE
 Provide a description with a high level of detail for a distinct phenomena
 Generate hypothesis

DATA ANALYSIS
 Content analysis for themes

DATA COLLECTION
 Questionnaires
 Interviews
 Observations
 Journals

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Keeping the **QUALITY** in Qualitative Research

- Task
 - Manage Bias
 - Validity/reliability
- Iterative
 - Repeated cycles of analysis converging toward themes
- Recursive
 - Relating to or involving the repeated application of a rule, definition, or procedure to successive result
- Bracketing
 - Researcher journaling
- Triangulation
 - Several people code the same data

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Prompts for Appraising Qualitative Research

(Dixon-Woods, Shaw & Agarwal, 2004, p. 224)

- Are the research questions clear & appropriate?
- Appropriate description of data collection, sampling & data analysis as well as steps taken to manage bias.
- Do the themes accurately represent the data?
- Does the paper make a useful contribution?

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Summary of Five Traditions of Qualitative Methodology

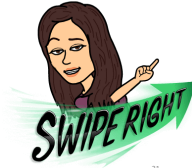
1. Are you looking for patterns? **Grounded Theory**
 1. How do providers treating chronic pain in an FQHC setting decide on prescribing pain medication for their patients?
2. Are you looking to describe an experience ? **Phenomenological**
 1. What is the lived experience of FQHC providers who treat chronic pain as they decide what to prescribe?
3. Are you describing a distinct X? **Case Study**
4. Describe a population? **Ethnography**
5. Tell a story? Providers journey in understanding patients with chronic pain. **Narrative/Discourse**

Thorne, S. (2000). Data analysis in qualitative research. British Medical Journal, 3, 68-70.

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Hot or Not? Qualitative Research

- Funding (Requires QR)
 - Patient Centered Outcomes Research
 - Instruments in Patient Reported Outcome Measures (PROMIS)
- Journals
- Conferences
- Gap between research and clinicians
- Diversity Emphasis



(Gough & Deatrck, 2015, p. 289)

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Review: Wrapping up & Bringing it Home



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