Objectives

• By the completion of this presentation the participant will be able to:
  • Describe the purpose of qualitative research
  • List three common qualitative research designs
  • Describe a method of qualitative data collection
Purpose

Why is qualitative research methodology appropriate to answer your research question?

To describe with words:
- a life experience
- a health phenomenon
- a process
- when more information is desired beyond numerical data

Qualitative research can describe and give meaning to phenomena.

Goals

• Goals of qualitative research
  - Description of the phenomena
  - Theory or model development
  - Understanding of culture
  - Understanding of the individual or specific group

Nursing practice can be guided by understanding and gaining insights of experiences, processes, and concepts related to phenomena.

Example Research Questions

• What is the lived experience of rheumatoid arthritis for women over 50?
• What are the structure, processes, and outcomes associated with hourly nurse rounding?
• What is the process of medication administration by nursing in the acute care setting?
• What are the cultural health care practices of college students living in campus dormitories?
Qualitative Research Designs

There are three common designs in qualitative research:

- Phenomenology
- Grounded Theory
- Ethnography

Each method has a philosophical base that influences the interpretation of data.

Phenomenology

- Phenomenology is both a philosophy and a research method. Phenomenologists view a person as integrated with the environment; where reality shapes a person and the person shapes reality.
- Phenomena are “life events” that exist when a person experiences them.
- Phenomenological methodology is the capture of the participant’s “lived experience” through analyzing data to describe and understand the meaning of an event.

(Burke & Grove, 2007, p.63)

Phenomenology

- Data are obtained in interviews, focus groups, surveys, and letters recorded or written verbatim.
- Interpretation is through a method of pattern and thematic analysis—looking for concepts, codes, and themes that reflect the life experience of the interviewee.
### Phenomenology

<table>
<thead>
<tr>
<th>Design</th>
<th>Phenomenology</th>
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<tbody>
<tr>
<td>Philosophical base</td>
<td>Understanding what it means to live with rheumatoid arthritis for women over 50.</td>
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### Data collection
- Interviews
- Focus groups

### Data Analysis
- Content analysis
- Grounded theory
- Lexical analysis
- Thematic analysis
- Narrative analysis

### Domain
- Lived experience

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### Grounded Theory

- Grounded theory is based in:
  - Sociology
    - In social life, actions, interactions, and meanings are shared by groups, based on consensus.
  - Symbolic Interaction theory
    - How reality is defined and how beliefs are related to actions. Meaning is expressed in symbols such as words, religious objects, and clothing. (Burns & Grove, 2007)

- Grounded theory method provides a process, the steps, between concepts in a social world. Generally, the results are presented in a conceptual map, a picture format, of how the themes fit and relate to each other.

- Data are also collected in interviews, with constant comparison of results with each new interview to derive the concepts, relationships between concepts, and the order of how concepts are done in the process.
**Grounded Theory**

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<td>Philosophical base</td>
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<td>Grounded Theory</td>
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<tr>
<td>Data collection</td>
<td>Observational conditions</td>
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<tr>
<td>Data Analysis</td>
<td>Inductive and deductive analysis</td>
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<tr>
<td>Domain</td>
<td>Limited experience</td>
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What is the process of medication administration by nursing in the acute care setting?

**Ethnography**

- Anthropology is the philosophical base
- Provides a means to understand people, ways of living, believing, within an environment or group
- Examine the cultural issues of interest
- Data collected by observation, use of language, field study, and spending time within the environment and culture
- Analysis is of the domain, or broad terms, leading to themes and analyzing the data for similarities and differences in the cultural themes

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<tr>
<td>Data analysis</td>
<td>Descriptive</td>
<td></td>
<td>Descriptive analysis with coding to identify themes and develop cultural categories</td>
</tr>
<tr>
<td>Domain</td>
<td>Limited experience</td>
<td></td>
<td>Culture and cultural categories</td>
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What are the cultural health care practices of college students living in campus dormitories?
Participants

• The language used in qualitative research is “participants” versus “sample” due to the participation of the interviewee in sharing and leading to the success of the study

• Purposive sampling
  - Known people who are living the phenomena, culture of interest, or part of the process you wish to study

• Number of participants is smaller than quantitative studies. 10 may not be unusual; may even have a N = 1

  Enrollment of participants stops when there is no new learning related to the phenomena of interest

Data Collection

• Data Collection
  - Observations, field notes
  - Interviews that are either videos and/or audio taped to capture all the words, gestures, and surroundings
  - Newspapers, diaries, print material

Data Analysis

• Data Analysis
  - Interviews transcribed word for word
  - Text examined for meaningful segments
  - Categories identified called codes
  - Codes are analyzed for themes across and between codes
  - Can use computer programs or manual indexing
Example Themes

What are the structure, processes, and outcomes associated with hourly nurse rounding?

Themes

• Use of rounding behaviors, describes through an acronym, to anticipate patient need
• Someone being in the patient’s room with the goal of every hour
• Library of tools to use and share
• Collaborative phone call
• Incorporating both patient and staff feedback
• Building staff will/staff buy-in

Qualitative Results

• Strength and rigor are assessed in qualitative results by:
  • Credibility
    – Also known as trustworthiness
    – Confidence in the truth of the data and interpretation
    – Credibility of the researcher
  • Confirmability
    – Objectivity or neutrality of the data. Can include independent checks
  • Dependability
    – Stability of data over time. Comparing data results with multiple investigators
  • Transferability
    – Extent which the findings can be transferred to other groups

Summary

• Qualitative designs describe with words:
  – a life experience
  – a health phenomenon
  – a process
  – when more information is desired beyond numerical data

• There are three main qualitative designs

• There are specific ways to choose participants, collect data, and analyze data for qualitative studies
Summary

• If you are using qualitative methods to answer your research question:
  – Consider the need to invest in developing the expertise associated with qualitative methodology
  – Find a co-investigator or resource either through your organization or academic community

Reach for the Stars

Be part of the discovery of new knowledge through research!

Qualitative References

• Further reading and resources on Qualitative Research:
References to Consider


For more information please contact:
Nursing.Research@kp.org
http://nursingpathways.kp.org/scal/research/index.html

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