A woman with long, wavy blonde hair and blue eyes is smiling slightly. She is wearing a crown made of many small, colorful blocks in shades of yellow, orange, and red. The crown is positioned on top of her head, and the text 'WHAT IS QUALITATIVE RESEARCH?' is overlaid on it.

WHAT IS QUALITATIVE RESEARCH?

Marika Pohjanoksa-Mäntylä
EAHP Academy Seminar 2019



CONFLICT OF INTEREST

THERE ARE NO CONFLICTS OF INTEREST TO DECLARE



LEARNING OBJECTIVES

- At the end of this session, participants will be able to describe:
 - Qualitative research and how it differs from quantitative research
 - Key concepts and methods in qualitative research
 - Basics about interviews



CASE: PATIENT WITH MAJOR DEPRESSIVE EPISODE

Ms. Smith, a 39-year-old woman with a history of depression. Has been treated with different antidepressants, but those have been ineffective. Additionally, electroconvulsive therapy has been tried without success. She was taken into the hospital due to major depressive episode.



Admission

Hospital stay

Discharge



QUANTITATIVE STUDY QUESTIONS

- To assess prevalence of major depressive episode and other mental disorders
- To identify which of these patients are sent to psychiatric care
- To examine factors that are related to psychiatric care
- To assess impact of physician follow-up care on readmission rates
- To assess impact of pharmacist intervention on adherence and measurable patient outcomes



QUALITATIVE STUDY QUESTIONS

- To explore current practices for the treatment of depressive episodes in hospital
- To explore healthcare providers' perspectives of the discharge process in hospital
- To explore patient and caregiver perspectives on treatment guideline adherence and patient care path in the hospital
- To study experiences of patients who received electroconvulsive therapy



DEFINITION FOR QUALITATIVE RESEARCH

- An approach describing and interpreting issues and phenomena systematically from the point of view of the individual or population being studied, and to generate new insights, concepts and theories.
- Focus on issues and phenomena that are difficult to measure quantitatively.
- Seeks in-depth understanding of phenomena commonly within their natural setting.



WHY QUALITATIVE?

**Explore
and
describe
"HOW"**



**Interpret
"WHY"**



**Understand
people`s
perceptions and
experiences in
dept**



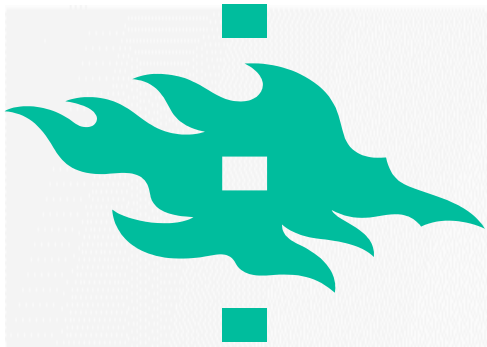
RESEARCH EXAMPLES

- **Kallio et al. 2018** Study explored challenges and potential solutions experienced by existing health care teams in managing medication of the aged: (1) at the individual and team level (micro level), (2) organisational level (meso level) and (3) structural level (macro level).
- **Pohjanoksa-Mäntylä M**, Saari JK, Närhi U, Karjalainen A, Pylkkänen K, Airaksinen MS, Bell JS. How and why do people with depression access and utilize online drug information: a qualitative study. *J Affect Disord.* 2009 Apr;114(1-3):333-9.
- **Keller G**, Merchant A, Common C, Laizner AM. Patient experiences of in-hospital preparations for follow-up care at home. *J Clin Nurs.* 2017 Jun;26(11-12):1485-1494.

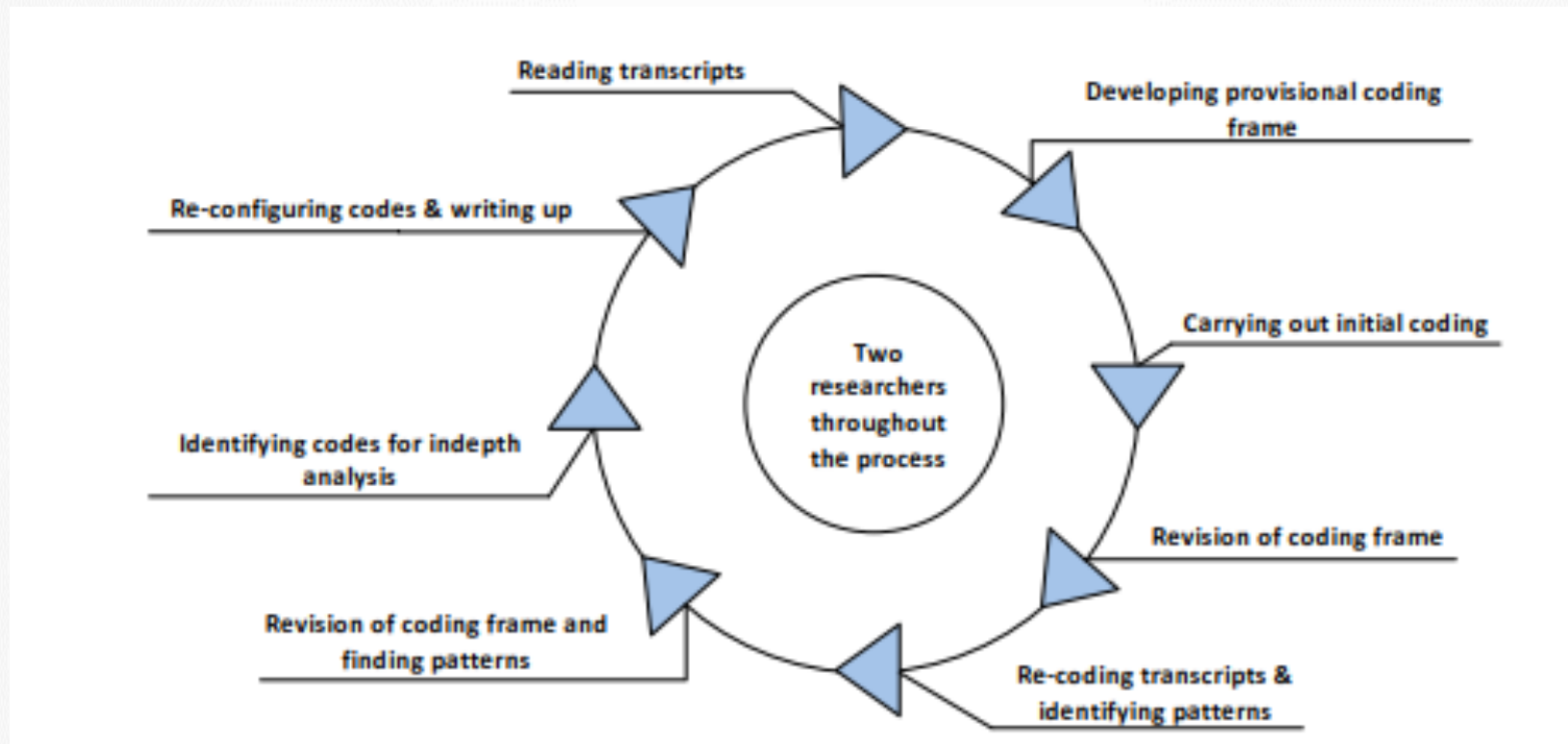
QUALITATIVE, QUANTITATIVE AND MIXED METHODS

	Qualitative	Quantitative
Focus	Quality or meaning of experience	Quantity, frequency
Background philosophy	Constructivism, interpretivism	Positivism
Approach	Inductive	Deductive
Goal	Depth, understand, describe, create hypotheses	Breadth, generalize, test hypotheses, predict, confirm
Sampling	Purposeful, focus on "key-informants", number of people determined by the theoretical saturation	Random, aims to representativeness
Data analysis	Iterative interpretation	Statistical tests, modeling





ITERATIVE PROCESS



Source: Pohjanoksa-Mäntylä 2010



”OUTCOMES”

- Themes or hypothesis
- Taxonomies
- Survey measures
- Conceptual models or theories

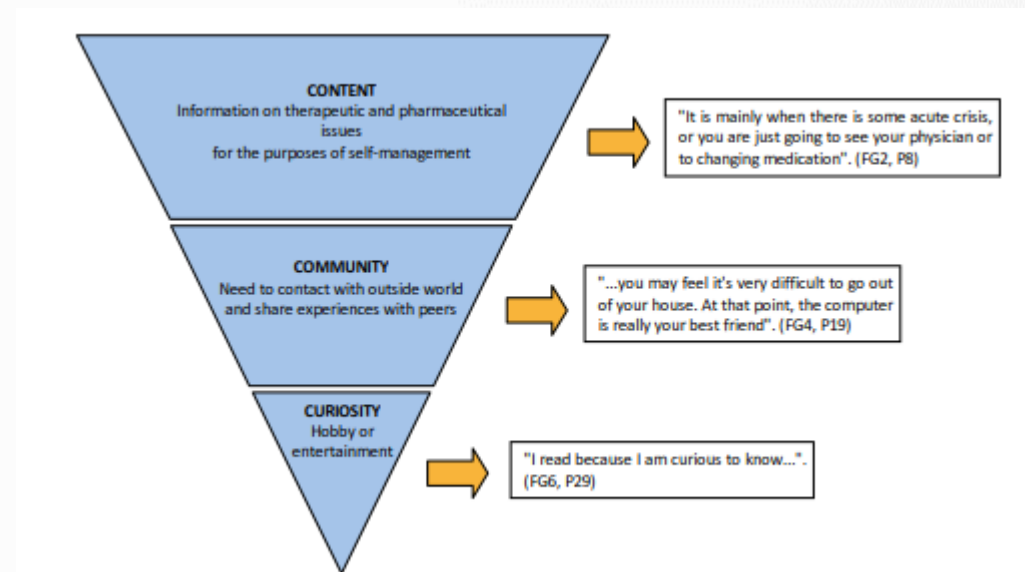


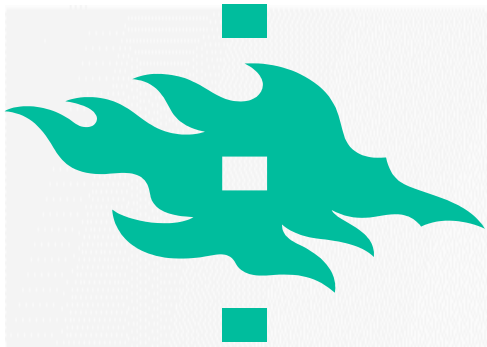
Figure 2. The main functions of the Internet use for searching antidepressant information among FGD participants (n=29). A representative quotation is presented for each function. (Pohjanoksa-Mäntylä 2010)



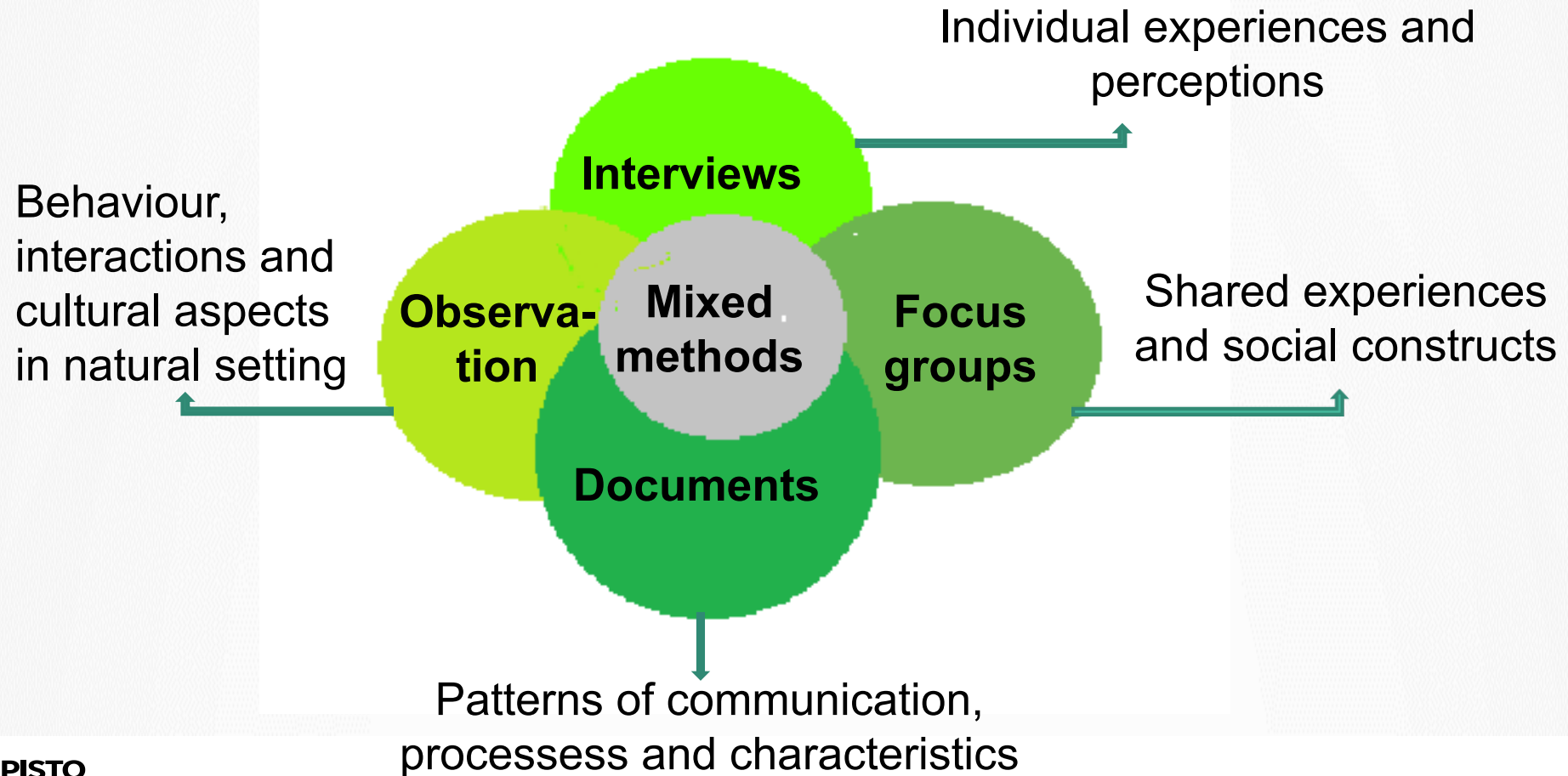
RESEARCH EXAMPLE

Lloyd M, Watmough SD, O'Brien SV, Furlong N, Hardy K.
Exploring the impact of pharmacist-led feedback on
prescribing behaviour: A qualitative study. Res Social Adm
Pharm. 2018 Jun;14(6):545-554. doi:
10.1016/j.sapharm.2017.06.010. Epub 2017 Jun 29.

<https://www.sciencedirect.com/journal/research-in-social-and-administrative-pharmacy/vol/14/issue/6>



METHODS





DIFFERENT TYPES OF INTERVIEWS

- *”Conversation between two or more people where questions are asked by the interviewer to elicit facts or statements from the interviewee”*
- Individual, pair and group interviews
- Face-to-face, telephone and online (e.g. Skype)
- Structured, semi-structured, unstructured

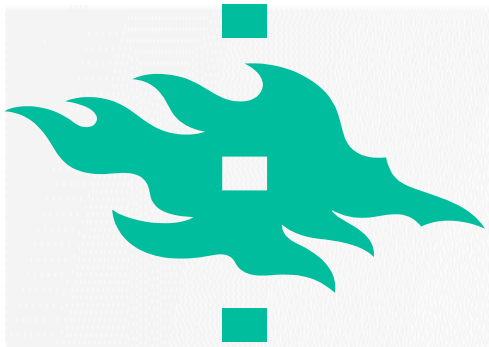


WHY QUALITATIVE INTERVIEW? AND WHY NOT?



WHY INTERVIEWS? WHY NOT?

- **Structured interviews:**
 - + Relatively quick and easy to administer
 - + May be of particular use if clarification of certain questions are required or if there are likely to be literacy or numeracy problems with the respondents.
 - They allow only limited participant responses
 - They are of little use if 'depth' is required
- <https://www.nature.com/articles/bdj.2008.192>



WHY INTERVIEWS? WHY NOT?

- **Unstructured interviews**

- + Generally considered where significant 'depth' is required

- + if nothing is known about the subject area (or a different perspective of a known subject area is required).

- Time-consuming (often lasting several hours)

- Can be difficult to manage, and to participate in, as the lack of predetermined interview questions provides little guidance on what to talk about (which many participants find confusing and unhelpful).

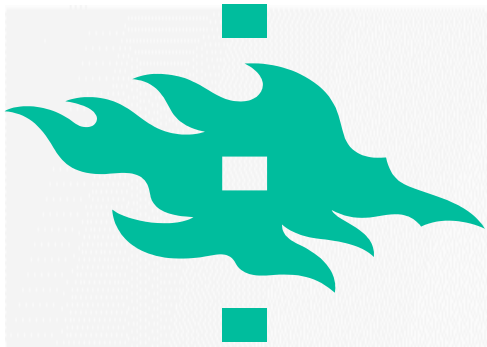
<https://www.nature.com/articles/bdj.2008.192>



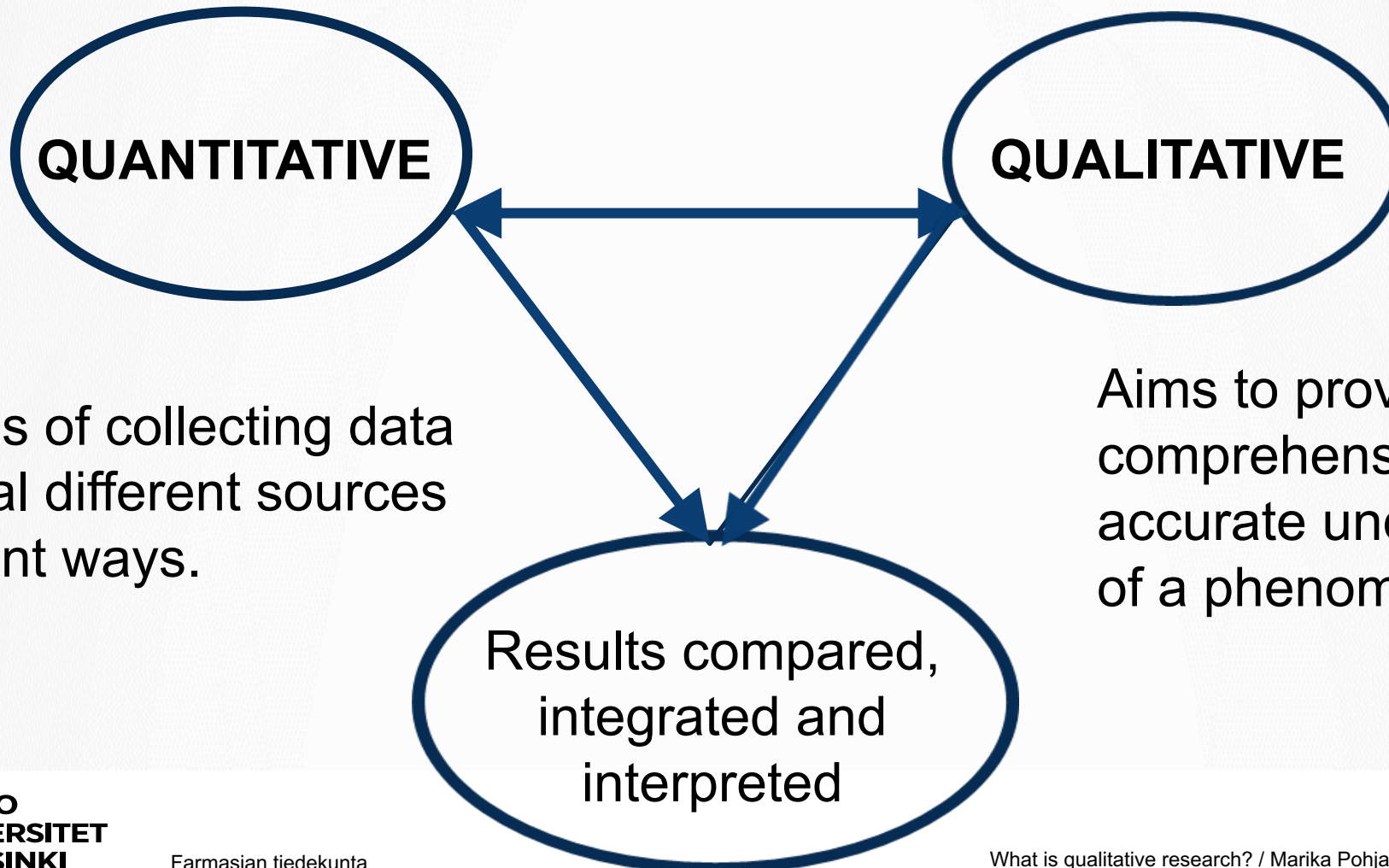
WHY INTERVIEWS? WHY NOT?

- **Semi-structured interviews**

- + Flexibility of this approach, particularly compared to structured interviews
- + Allows for the discovery or elaboration of information that is important to participants but may not have previously been thought of as pertinent by the research team.
- Timeconsuming
- Potential for interviewer bias, need for experienced and skilled facilitator



TRIANGULATION



The process of collecting data from several different sources or in different ways.

Aims to provide more comprehensive and accurate understanding of a phenomenon.



TRIANGULATION

- Data triangulation - the use of different sources of information
- Researcher triangulation – involving several researchers within the study using the same methods
- Theory triangulation - the use of multiple theoretical perspectives to interpret the data
- Methodological triangulation - the use of multiple methods
- Interdisciplinary triangulation- the use of people from different disciplines with different perspectives
- Environmental triangulation-the use of different locations, settings, time, day, or season



CONCLUSIONS

- Qualitative research is an important contributor to social and clinical pharmacy research
 - Provides in-depth knowledge about people`s experiences and perceptions
- Widely accepted and rigorous procedures exist for conducting qualitative study
- Major qualitative research methods include interviews, focus groups, document analysis and observations.



RECOMMENDED LITERATURE

- Silverman: Doing Qualitative Research, 2010
- Smith: Conducting Your Pharmacy Practice Research Project, 2010
- Smith: Research methods in Pharmacy Practice, 2002
- Bolderston A1. Conducting a Research Interview. J Med Imaging Radiat Sci. 2012 Mar;43(1):66-76. doi: 10.1016/j.jmir.2011.12.002. Epub 2012 Jan 24.
- R. Burke Johnson, Anthony J. Onwuegbuzie and Lisa A. Turner. Toward a Definition of Mixed Methods Research. Journal of Mixed Methods Research 2007; 1; 112
- Hadi MA, Closs SJ. Applications of mixed-methods methodology in clinical pharmacy research. Int J Clin Pharm. 2016 Jun;38(3):635-40. doi: 10.1007/s11096-015-0231-z.
- Schoonenboom J and Burke Johnson R. How to Construct a Mixed Methods Research Design. Kolner Z Soz Sozpsychol. 2017; 69(Suppl 2): 107–131.