

An Introduction to Qualitative Research in the Hospital Setting.

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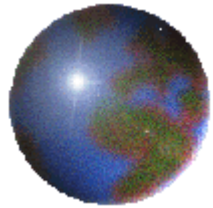


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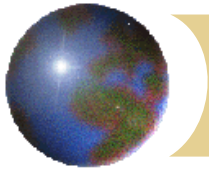
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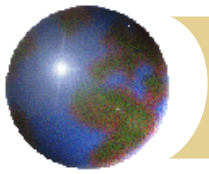


*An Introduction to
Qualitative Research in the
Hospital Setting*

Lynn Deitrick, R.N., Ph.D.,
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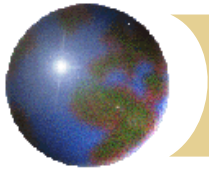


Part 1: Qualitative Methods Overview



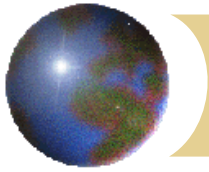
What is qualitative research?

- ✚ Answers questions about human behavior
- ✚ Presents the “human voice”--What do people think?
- ✚ Focuses on ‘lived experience’



Qualitative Research

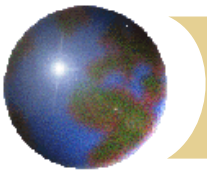
- ⊕ Theory based
- ⊕ Holistic
- ⊕ Descriptive and flexible
- ⊕ Captures 'cultural context' of events
- ⊕ Can be used in both *research* and *quality improvement* studies



Theory

- ✚ Major theoretical approaches
 - ▣ Grounded theory
 - ▣ Phenomenology
 - ▣ Narrative/Discourse Analysis

- ✚ Theoretical approach influences
 - ▣ project design
 - ▣ data analysis
 - ▣ report/manuscript structure & content



Perspective

⊕ Emic

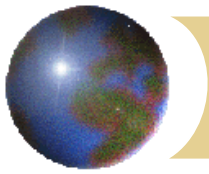
⊞ *insider* perspective

- What is 'life' like from the perspective of the person 'living' the experience?

⊕ Etic

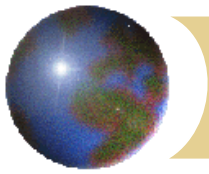
⊞ *outsider* perspective

- What is 'life' like from perspective of person looking in on the experience? [researcher's perspective]



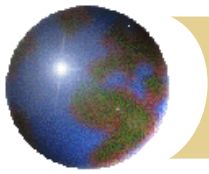
Culture

- ❖ The beliefs, values, ideals, norms (rules of behavior) of a group.
- ❖ Culture studies not limited to foreign or exotic groups.
- ❖ Study of specific aspects of healthcare culture important in area of quality assurance and customer satisfaction.



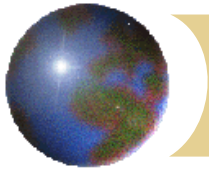
Use of qualitative methods

- ✚ Before research question is defined—
can help focus topic
- ✚ Can be used concurrently with
quantitative methods
- ✚ Can be used at the end of a project to
further explore a topic that came up
during data collection



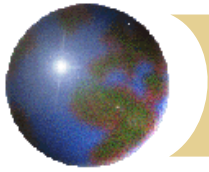
Qualitative methods

- ⊕ Observation
- ⊕ Interviews
- ⊕ Focus groups
- ⊕ Case study/life history
- ⊕ Ethnography
- ⊕ Questionnaires
- ⊕ Rapid Assessment



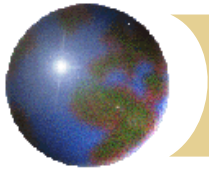
Observation

- ⊕ 4 kinds of observation:
 - ⊞ **complete observer** - visible, but no interaction
 - ⊞ **observer as participant** - visible, interacts
 - ⊞ **participant as observer** - observer role secondary
 - ⊞ **complete participant** - often undercover
 - Some feel this is unethical.



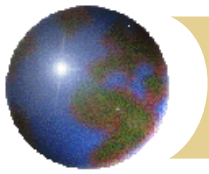
Interviews

- ✦ **Open-ended**--allows for longer answer.
- ✦ **Closed-ended**--short, specific answer.
- ✦ **Structured**--specific topic, structure.
- ✦ **Unstructured**--casual dialogue. Let it go where it will, guided by interviewer.



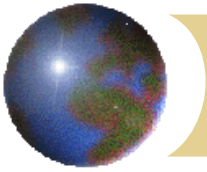
Focus Groups

- ✚ Useful way of getting information from a group of people in a controlled setting
- ✚ Use when interaction among participants will yield the best information
- ✚ Provides a great deal of useful information quickly



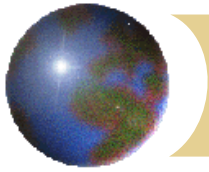
Case study / Life history

- ✿ **Case study**-- provides depth or detail about a single event/topic/experience
- ✿ **Life history**
 - ✿ Often narrative form
 - ✿ Provides details about aspects of person's life
 - ✿ Provides personal perspective about event—rape, divorce, abuse, surviving a health crisis, etc.



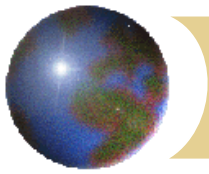
Ethnography

- ⊕ Ethnography is the study of culture.
 - ⊠ “What is going on here?”
 - ⊠ Seeks to capture ‘cultural context’ of events.
 - ⊠ Looks for patterns, themes, connections and relationships that have meaning to members.
 - ⊠ Theory based
 - ⊠ Holistic
 - ⊠ Descriptive and flexible



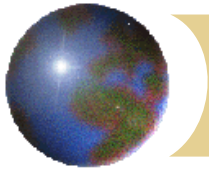
Questionnaires

- ✦ Uses open-ended questions to elicit written responses.
- ✦ Invites respondents to write their opinions about a topic
 - ▣ *What did you like most?*
 - ▣ *What did you like least?*
 - ▣ *What would you change?*

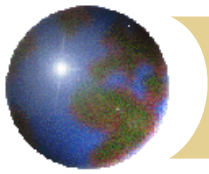


Rapid Assessment

- ✚ Team based
- ✚ Allows quick data collection—1 month or less
- ✚ Less expensive and faster than traditional research
- ✚ Provides information that can be used to plan intervention or larger research project



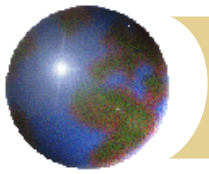
Part 2: Data and Process



Supplementary data

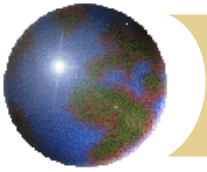
✚ Examples

- ✚ Photos/videos
- ✚ Audio recordings
- ✚ Maps
- ✚ Measurements
- ✚ Written documents
- ✚ Patient records
- ✚ Historical records
- ✚ Objects



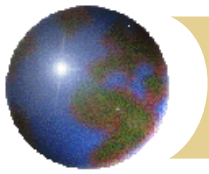
Sampling Strategies

- ⊕ Very important part of qualitative research design
- ⊕ Types
 - ⊞ Purposeful sampling
 - ⊞ Stratified purposeful sampling
 - ⊞ Saturation sampling
 - ⊞ Snowball sampling
 - ⊞ Extreme case sampling



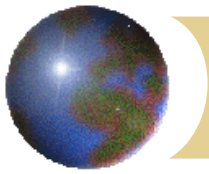
Confidentiality

- ✦ The researcher's success is based on the establishment of trust between informant(s) and researcher.
- ✦ Often observe or are told information that is delicate. Protection of sources is key.
- ✦ If informants trust your discretion they will probably open up and provide better information.



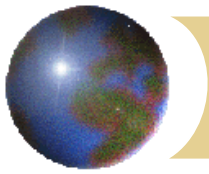
Research Process

- ✦ Begin research with an open mind.
- ✦ Know reason for research/ background information
- ✦ Careful and thorough literature search
- ✦ Development of research question(s)



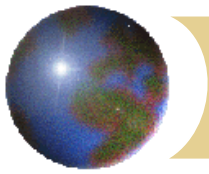
Next Steps

- ✚ Selection of theoretical perspective
- ✚ Selection of data collection methods
- ✚ Prepare project proposal and submit to IRB (Institutional Review Board)



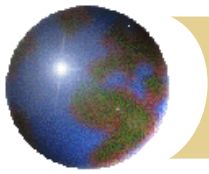
Field work process

- ⊕ Get “sense” of site; includes information on key events/times/players/rhythm of activity.
- ⊕ Map site--pictures, diagrams, organizational chart.
- ⊕ Figure out who key informants are.
- ⊕ Develop rapport with people--casual conversation and careful questions.
- ⊕ Begin observations. People must get used to your presence so they ignore you.
- ⊕ Keep written field notes for each field session.



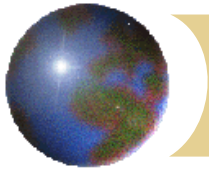
Data Analysis

- ✿ Requires an open mind. Do not come to premature conclusions.
- ✿ Qualitative research is interpretive. Interpret based on all project data including photos, video, historical, and other information.
- ✿ Look for themes, connections, relationships.
- ✿ Use computer software to aid in analysis.
 - ▣ I use NVivo[©] for data organization and analysis.



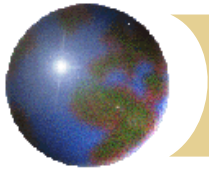
Project Report/Manuscript

- ⊕ Important part of process.
- ⊕ Be sure to address research questions in report.
- ⊕ Link results to theoretical perspective.
- ⊕ Include quotes and descriptions to enhance findings—this is hallmark of qualitative reporting.
- ⊕ Include recommendations/next steps, if possible.



Part 3: Research Examples

- ✚ ICU Waiting Room Study
- ✚ Dance of the Call Bells Study
- ✚ Rapid Assessment Study



Questions?