

An Introduction to Qualitative Research in the Hospital Setting.

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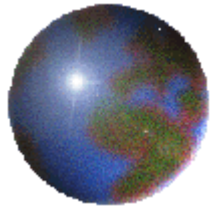
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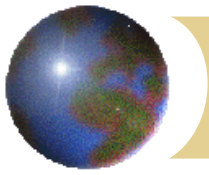
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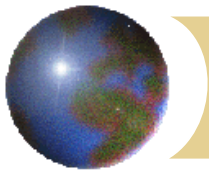


An Introduction to Qualitative Research in the Hospital Setting

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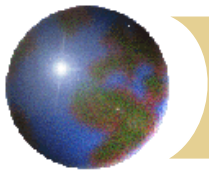


Part 1: Qualitative Methods Overview



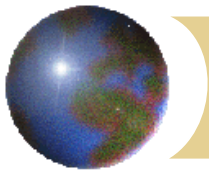
What is qualitative research?

- ✚ 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



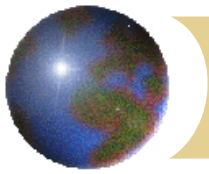
Theory

✚ Major theoretical approaches

- ✚ Grounded theory
- ✚ Phenomenology
- ✚ Narrative/Discourse Analysis

✚ Theoretical approach influences

- ✚ project design
- ✚ data analysis
- ✚ report/manuscript structure & content



Perspective

✚ Emic

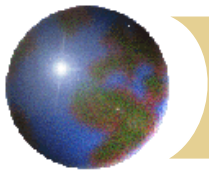
▣ *insider* perspective

- 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]



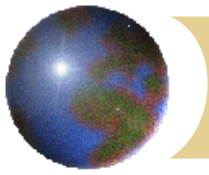
Culture

- ✚ 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.



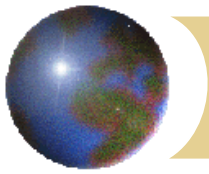
Interviews

- ✚ **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

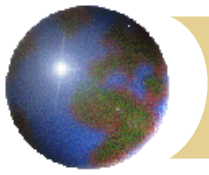


Case study / Life history

- ✚ **Case study**-- provides depth or detail about a single event/topic/experience

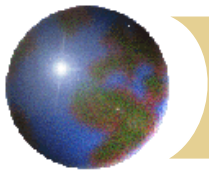
- ✚ **Life history**

- ✚ Often narrative form
- ✚ Provides details about aspects of person's life
- ✚ Provides personal perspective about event—rape, divorce, abuse, surviving a health crisis, etc.



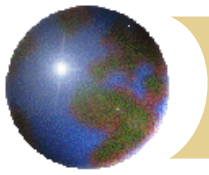
Ethnography

- ✚ 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



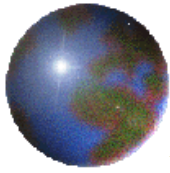
Questionnaires

- ✚ 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?*

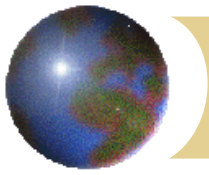


Rapid Assessment

- ✚ 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



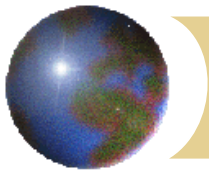
Sampling Strategies

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



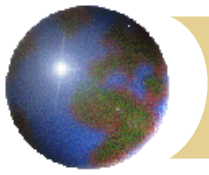
Confidentiality

- ✚ 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.



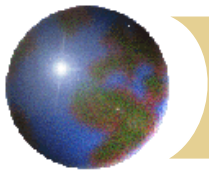
Research Process

- ✚ 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.



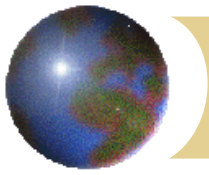
Data Analysis

- ✚ 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.



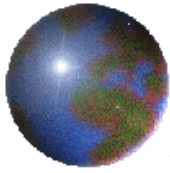
Project Report/Manuscript

- ✿ 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?