

## Handover and qualitative research

Prof. Dr. Myrra Vernooij-Dassen



## Qualitative research

Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret phenomena in terms of meanings people bring to them

(Denzin, 1994)

## Qualitative versus quantitative research

### Qualitative research

- Nature and context
- Exploration, interpretation, meaning

### Quantitative research

- Frequencies, determinants and consequences
- Testing and chains of cause and consequences

## Theory building

Development of hypothesis through induction: process of moving from observations/data towards generalisations, hypotheses or theory

## Why qualitative research

- Exploration
- Analysis unstructured material
- Process analysis
- Meaning, perspectives

## How can qualitative research complement quantitative research

- Preliminary to quantitative research: questionnaire development, understanding of concepts or situation
- Supplement quantitative research: triangulation
- Exploration of complex phenomena not amenable to quantitative research


## Criteria research question

- Open, both problem and data?
- Is problem challenging enough?
- Position of study related to quantitative research?
- Chance to build theory?
- Getting in, getting out

## What questions to ask

- Experience/behaviour questions
- Opinion/belief questions
- Feeling questions
- Knowledge questions
- Sensory questions
- Demographic questions

(Patton, 1987pp118)





# Sampling

Purposive sampling: deliberate choice of respondents or subjects

Theoretical sampling links to hypotheses or theories

# Research questions



# Validity

Getting at:

how people really behave

what people actually mean when they describe their experiences, attitudes, and behaviours

(Pope and Mays, 1995)



## Reliability

- Interviewguide
- Memos
- Text citations
- Video- and audiotapes
- Transcriptions
- Member check
- Coding by two independent researchers
- Reflection and consensus

## Control of quality

- Control on quality interpretation
  - Member check
  - Comparison with literature
- Control on procedures
  - Triangulation
  - Computer support

## Qualitative research methods

- Focus groups
- In-depth interview
- Critical incident

## Focusgroup interview

- Exploration of knowledge and experience on how and why people react
- Use of group interaction
- Small groups
- Interviewguide
- Moderator

## In-depth interview

- Framework of meanings
- Interviewguide
- Face-to-face
- Purposive sampling
- Iterative process



## Critical incident interviews

- Purposive sampling
- 360 grade evaluation including all stakeholders
- Interviewguide