# Qualitative Research Designs

## NURS 485 – The Discipline and Profession of Nursing III

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# Today's Lecture

- Overview of qualitative research in contrast to quantitative methods
- General principles of qualitative research
- Introduction to main qualitative methodologies

# Qual and Quant Research

- Studies QUANTITIES
- Large groups
- Trends

- Studies QUALITIES
- Small groups
- Specific experiences

# Methodology vs. Methods

- Overall approach vs. specific tools or techniques
- Which do I use? Need to respond to research question and align with ontology and epistemology

# General Principles in Qualitative Research

# Sampling in Qualitative studies

- People participate in research and help create knowledge
- Purposive sampling rather than random- find people who are experts in that topic
- Convenience sampling- people who are practically available
- Snowball sampling- participants refer others to the study
- How many people do you need? “Saturation” until you know the story of the topic

# Data Collection in Qualitative Research

- Interviewing or talking to generate data
  - Individuals
  - Focus groups
- Observation
  - Participant
  - Non-participant
- Text and images
  - Things you find
  - Things participants create

# Data Analysis

- Find key concepts in text or images
- Text can be interview transcripts, observational notes, diaries etc.

# Data analysis

So people are aware what we do but I don't think they understand what we do, and I think that they might come into the unit and see you sitting at a computer, and you're in the middle of inputting this patient data which is all about – not just about the trial but it's about patient safety, it's about integrity of your data. Because as you will know, rubbish in, is rubbish out, and, you know, if we want drugs approved so that millions of patients in the future can benefit from these drugs we have to be very careful about the information that we are putting in and make sure it's accurate. But they perceive you to be sitting at the computer doing nothing.

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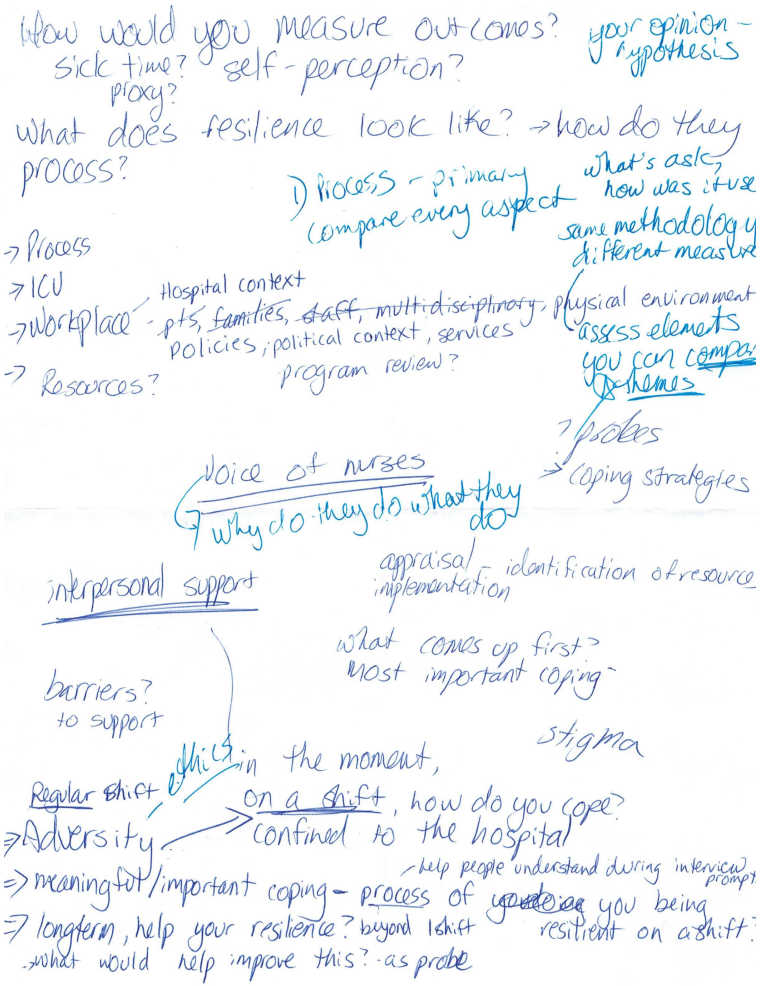
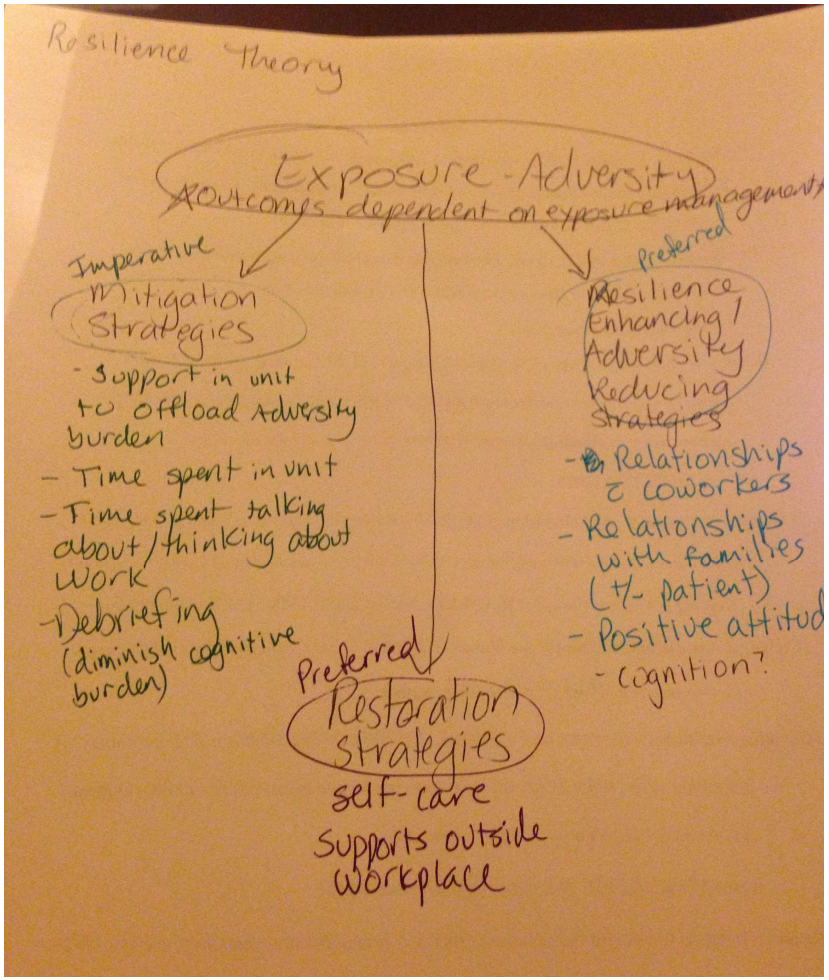
# Data Analysis



# In any methodology, qualitative researchers value participant experiences

# Methodologies in Qualitative Research

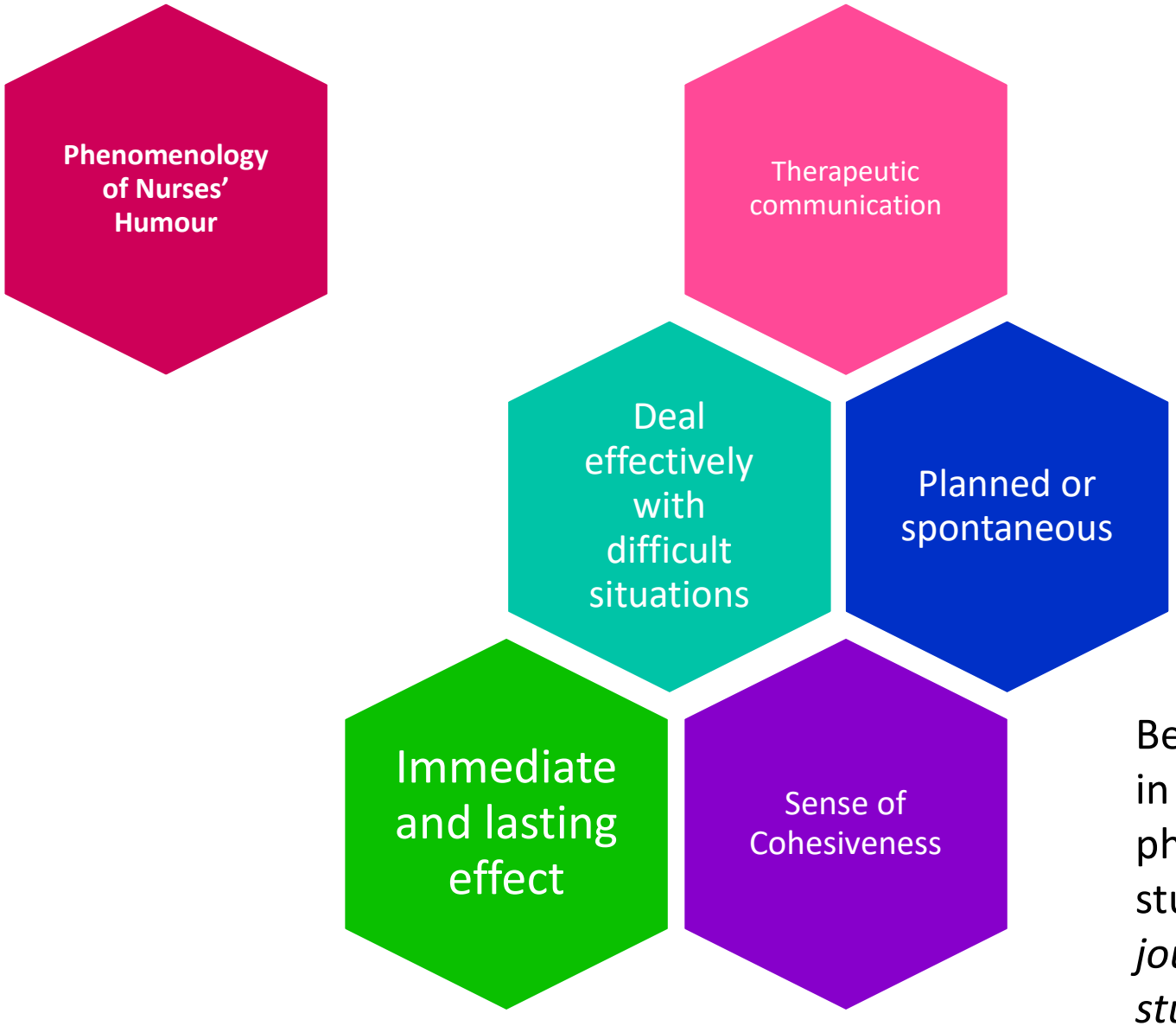
# Several main types

- Phenomenology
- Grounded Theory
- Ethnography
- Interpretive description

# Phenomenology

- Addresses questions of experience
- “what is the experience of undergraduate nursing students learning about research?”
- Seeks the “essence” of a phenomenon- how has this changed a person’s life? How they see themselves?
- Addresses questions of understanding
- “How might we understand students’ sense-making about research methods in relation to practice?”

# Phenomenology - Example




Beck, C. T. (1997). Humor in nursing practice: a phenomenological study. *International journal of nursing studies*, *34*(5), 346-352.

# Grounded Theory

- Addresses questions of how things happen – what is the process?
- Generates a theory that can be tested, applied, and modified in other contexts.
- Capacity to inform policy, practice, etc.
- ***Predictive Capacity*** is what separates Grounded Theory from other qualitative studies

# Grounded Theory

Jackson, J., Vandall-Walker, V., Vanderspank-Wright, B., Wishart, P., & Moore, S. L. (2018). Burnout and resilience in critical care nurses: A grounded theory of Managing Exposure. *Intensive and Critical Care Nursing*, *48*, 28-35.

# Ethnography

- Describes and interprets culture
- *What is it like here?*
- Emphasis is on a wider system, rather than an individual
- Can have different types: focused ethnography, institutional ethnography, meta-ethnography
- Hallmark is participant or non-participant observation
- May also use interviews, documents, personal reflections

# Ethnography - Example

Allen, D. (2015). Inside ‘bed management’: ethnographic insights from the vantage point of UK hospital nurses. *Sociology of Health & Illness*, *37*(3), 370-384.

# Interpretive Description

- Began as a way to solve clinical problems. Flexible method for nursing
- Builds analytic framework
- Uses prior knowledge
- Various types of data
- Theoretical sampling (theories and prior knowledge tell you who your best sample will likely be)

# Interpretive Description - Example

# Methodology summary

| Methodology | What does it study? | Usual methods |
|---|---|---|
| Phenomenology | Experience | Repeated interviews |
| Grounded theory | Process | Interviews |
| Ethnography | Culture | Observations |
| Interpretive description | Situation or problem | Varies |

# Thank you!

## More info: www.jenniferjacksonrn.org/

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