



NIHR Global Health Research Group  
on Stillbirth Prevention and Management in Sub-Saharan Africa  
at The University of Manchester



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# Demystifying Qualitative Research in Global Maternal and Newborn Health

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# Learning Outcomes

At the end of this webinar, participants should:

- be more familiar with key qualitative concepts:
  - Paradigms, epistemology, ontology
- have a basic understanding of qualitative designs and their main characteristics
- be able to compare some of the main qualitative research designs and understand when to use them
  - Grounded Theory, Phenomenology, Ethnography
- appreciate the importance of qualitative research to improving maternal and newborn health care



# Agenda

- 13.00 – Welcome – Professor Dame Tina Lavender
- Overview of session and housekeeping
  
- 13.05 – 13.15 – Qualitative research overview: Dr Tracey Mills
  
- 13.15 – What is a phenomenology approach?: Dr Carol Bedwell
- 13.20 – 13.30 - Phenomenology example: Dr Carol Bedwell
  
- 13.30 – What is a grounded theory approach?: Prof Dame Tina Lavender
- 13.35 – 13.45 – Grounded theory example: Prof Dame Tina Lavender
  
- 13.45-13.50 – What is an ethnographic approach?: Dr Nicola Desmond
- 13.50 – 14.00 – Ethnography example: Dr Nicola Desmond
  
- 14.00 – 14.10 – Top tips - All panellists: Dr Tracey Mills
  
- 14.10 – 14.30 – Q&A – All panellists

# Housekeeping

- The presentations and video of the session will be available on the GLOW conference website [www.GLOWconference.org](http://www.GLOWconference.org)
- If there are any questions please add them into the questions box, rather than the chat box
- Certificates of attendance will be sent via email to those that have logged onto this webinar
- Please complete the evaluation which will be emailed to you, so we can improve future sessions and get suggestions on future presenters/topics
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