

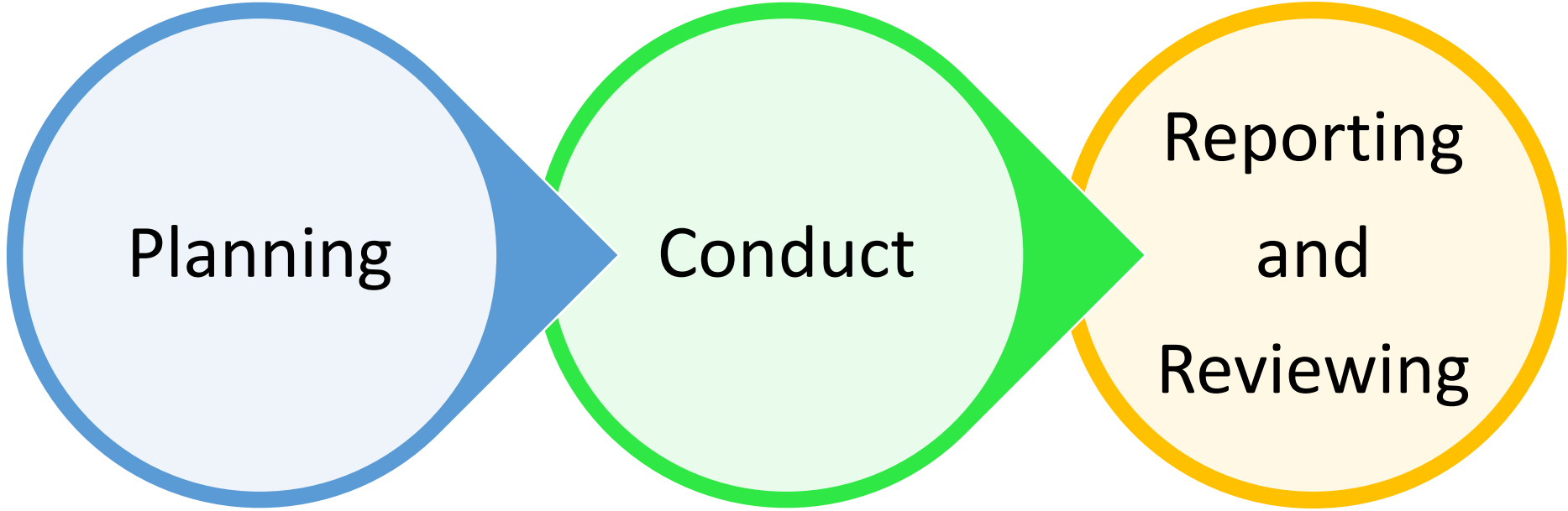


NIHR Global Health Research Group
on Stillbirth Prevention and Management in Sub-Saharan Africa
at The University of Manchester



Qualitative research: Top Tips

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Planning your research

- **Right approach**
 - Is qualitative 'right' for your question ?
- **Right skills and experience**
 - Does your team need support?
- **Existing research**
 - Consider *metasynthesis*; synthesise/reinterpret for greater understanding
- **Community and stakeholder involvement**
 - Improves quality, usefulness, equity

Planning your research

- Adequate time
 - Data collection and analysis are more time-consuming than often appreciated
- Access to participants

Conducting your study

- Choice of data collection method
 - Interviews, focus groups and observations
 - Consider ethics, power relations and culture
 - Do you need further training or preparation?
- Topic guides
 - Pilot and adjust/revise as you progress
- Be aware of researcher influence
 - Keep a reflexive diary
- Talk less, listen more

Conducting your study

- **Unanticipated /strong emotions**
 - Support for distressed participants
 - Distress policy for participants / researchers
- **Confirm interpretation**
 - Member checking
 - Summarise main points at the end interview/ FGD
- **Transcription is time consuming**
 - 6-8 hours for each hour interview
- **Initiate analysis promptly**

Reporting and reviewing qualitative research

- **Concise and clear detail**

- Ethically sound, respectful, humane, honest
- Useful, advances current knowledge
- COREQ checklist (Tong et al, 2007)
- Research question, background, context, methodology design (with justification) , sampling, recruitment, analysis

- **Use appropriate criteria to assess research**

- Avoid applying 'quantitative' norms uncritically
 - 'small' or 'unrepresentative samples'
- Use suitable appraisal tools, but be aware of limitations

“Chaos often breeds life, when order breeds habit.”

Henry Adams



