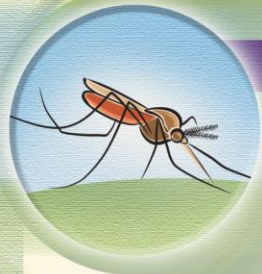




Part 2:

DATA COLLECTION METHODS FOR FORMATIVE RESEARCH



Data collection methods used in formative research

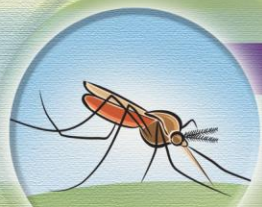
- Literature review
- Qualitative research
- Quantitative research



Quantitative methods include

- Census
- Sample surveys
 - Baseline and later points in time to observe change
 - Panel /cohort data
- Exit interviews with clients after clinic visits
- Structured interviews (for example, with health personnel and community leaders)
- Cost-effectiveness analysis

Common feature of most quantitative methods:
representativeness



Qualitative methods include

- In-depth interviews (IDIs)
- Focus group discussions (FGDs)
- Key informant interviews (KIIs)
- Case studies/ethnography
- Participant observation
- Non-participant observation
- Historical research—oral history
- Projective techniques—pile sorting, free listing, ordering, photo elicitation, drawing pictures



Commonly-cited distinctions between qualitative and quantitative research

Qualitative



Quantitative

Is exploratory

Asks “Why?”

Is (relatively) subjective

Enables discovery

Allows insights into process, tendencies, motivations, meanings

Interprets

Is definitive

Asks “How many?” “How often?”

Is (relatively) objective

Provides evidence

Measures level/frequency of actions, trends, including correlation

Describes, predicts



Which to use: Qualitative or quantitative methods?

Issues to consider

Use qualitative methods when you . . .

Use quantitative methods when you . . .

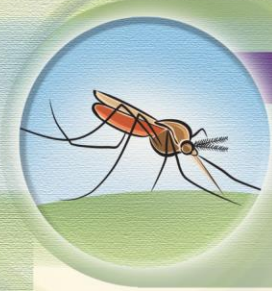
Purpose of research

Seek a richer, more personal picture of individual motives and decisions

Need to calculate numerical indicators/parameter estimates of “populations”

Need high internal (“local”) validity

Need high external (“generalized”) validity



Which to use: Qualitative or quantitative methods?

Issues to consider

Use qualitative methods when you . . .

Use quantitative methods when you . . .

Purpose of research

Want to understand the categories/themes people use to think and talk about things

Have identified the salient categories and want to know the distribution of these ways of thinking among your intended audience



Which to use: Qualitative or quantitative methods?

Issues to consider

Use qualitative methods when you . . .

Use quantitative methods when you . . .

Sample size

Can answer your questions with a relatively small number of participants

Want to know more about a small group of people

Have the ability to sample systematically so that the sample is ***statistically*** representative of that “population”

Want to know more about an entire “population”



Which to use: Qualitative or quantitative methods?

Issues to consider

Use qualitative methods when you . . .

Use quantitative methods when you . . .

Analytic capabilities

Are competent to analyze the findings . . . requires both insight and discipline

Have good statistical and analytic skills



Which to use: Qualitative or quantitative methods?

Issues to consider

Time

Qualitative methods

Focus group discussions can typically be conducted more quickly than a large, representative survey

Quantitative methods

Service statistics, when systematically collected, provide a ready source of information



Triangulation/Mixed methods/Models

- The use of multiple methods or theoretical outlooks
- No one source of data tells the whole story



Method selection

- Are your methods consistent with your theory?
- Do you need to generate hypotheses or test hypotheses?
- How strong is the need to generalize to a population?
- Will the chosen methods generate the type of information you need?
- If using more than one method, how will they complement each other?

Integrating qualitative and quantitative approaches

- Use qualitative methods to generate hypotheses to be tested in quantitative survey
- Develop questionnaires informed by qualitative findings
- Turn to qualitative findings to help interpret, reinforce, or reconsider quantitative findings
- Rely on qualitative findings to provide a contextual understanding of the community of interest