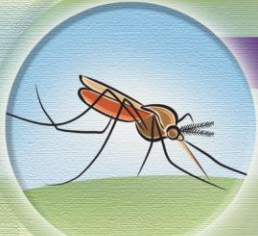




Part 3:

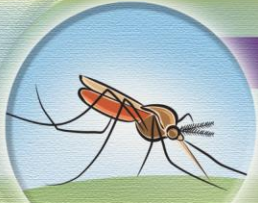
CHOOSING AMONG QUALITATIVE METHODS FOR YOUR FORMATIVE RESEARCH



Use of projective techniques

Enable richer group discussion:

- Stimulate individuals to project their opinions onto objects or situations
- Improve group dynamics compared to traditional focus group discussions
- Reduce the potential of respondents providing socially acceptable responses or withholding information



Projective techniques

Provide more meaningful information on sociocultural factors:

- Deeply ingrained/subliminal issues are difficult to articulate through traditional inquiry
- Sensitive matters, such as sexuality, become easier to discuss when referring to third person contexts
- Unstructured and open-ended nature of projective techniques allow for ambiguity and wider discussion

Limitation: Data interpretation is time-demanding and requires a holistic analytical approach



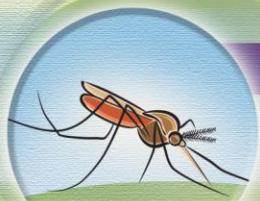


Photo elicitation: Smoke free policies in Indonesia

1. What comes to your mind first when you see this photo?
2. Describe what is happening in this photo.
3. What emotions does this photo create for you? Why?
4. Does this photo represent your community? Why or why not?
5. What would you do if you saw this situation occurring in a public place, such as a mall or restaurant?



Projective techniques: Variations

1. Discussion of gender roles describing of a “good man” and a “good woman” (attributes, behaviors)
2. Sentence completion on malaria such as . . .
 - “It is important that people sleep under a mosquito net, but many people do not do it because . . .”
 - “It is good to test children for malaria when they have a fever, but hardly anyone does it because . . .”



Which to use: Focus groups or individual in-depth interviews

Issues to consider

Use focus groups when . . .

Use individual in-depth interviews when . . .

Group interaction

Interaction of respondents may stimulate a richer response or new and valuable thoughts

Group interaction is likely to be limited or nonproductive



Which to use: Focus groups or individual in-depth interviews

| Issues to consider | Use focus groups when . . . | Use individual in-depth interviews when . . . |
|---------------------------|---|--|
| Group/peer pressure | Group/peer pressure will be valuable in challenging the thinking of respondents and illuminating conflicting emotions | Group/peer pressure would inhibit responses and cloud the meaning of results |



Which to use: Focus groups or individual in-depth interviews

| Issues to consider | Use focus groups when . . . | Use individual in-depth interviews when . . . |
|-------------------------------|---|--|
| Sensitivity of subject matter | Subject matter is not so sensitive that respondents will temper responses or withhold information | Subject matter is so sensitive that respondents would be unwilling to talk openly in a group |



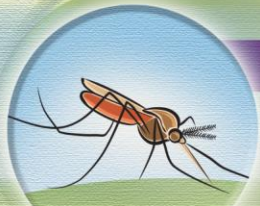
Which to use: Focus groups or individual in-depth interviews

| Issues to consider | Use focus groups when . . . | Use individual in-depth interviews when . . . |
|-------------------------------|--|---|
| Depth of individual responses | The topic is such that most respondents can say all that is relevant or all that they know in 20 minutes | The topic is such that a greater depth of response per individual is desirable, as with complex subject matter and very knowledgeable respondents |



Analyzing qualitative data

- Develop a coding system (codebook) by themes you have identified or that emerge as important
- It is good to have at least two independent coders who code the data based on the codebook and then compare their coding and talk about any discrepancies to increase “interrater reliability”
- Software, such as ATLAS.ti and NVIVO are available to help organize coding
- Need another meeting to talk about analysis and interpretation of the coded data



Common problems in qualitative research

- Asking too many questions in the guide
- Using survey questions instead of open-ended questions
- Asking for confidential information in a group setting
- Inability to ask good follow-up questions
- Using a sample that is too large to analyze