Qualitative Design and Measurement

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0900–1000

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Objectives

1. Describe five approaches to questions posed in qualitative research

2. Describe the relationship between qualitative design and the choice of research method

3. Describe case study, data collection and triangulation approaches to interpretation and reporting
Drs Hansen and Nardone have not received any grant or remuneration for their participation in this conference. They are members of the Oregon Nursing Research and Quality Consortium and have volunteered their time, expertise, research and resources to the professional community.
Paradigm

“A philosophical and theoretical framework of a scientific school or discipline within which theories, laws, and generalizations and the experiments performed in support of them are formulated...”

*Merriam Webster Online Dictionary*
Scientific Paradigms and Research Approach

Positivism to Pragmatic to Post Modern

- **Positivism**
  - Vienna Circle
  - Assertion is cognitively meaningful only if can be empirically verified or logically true
  - Ethics, theology, social relations, metaphysics are without meaning
  - Knowledge only exists through direct observation
  - Reductionist
    - Describes parts in order to understand the whole

- **Pragmatism/Realism**
  - Frankfurt School (Marxism)
  - Positivism embodies a contradiction in that the assertion itself is neither empirically verifiable nor logically true.
  - Knowledge is contextual and socially constructed
  - Human sciences apply methods alternative to positivism to fully study social/power relations, dialogue, context or culture
Scientific Paradigms and Research Questions

Positivism to Pragmatic to Post Modern

“The human body is the best picture of the human soul.”

“The limits of my language means the limits of my world.”

“The logic of the world is prior to all truth and falsehood.”

Ludwig Wittgenstein
1889–1951

“Every great advance in science has issued from a new audacity of imagination.”

“Man is not logical and his intellectual history is a record of mental reserves and compromises. He hangs on to what he can in his old beliefs even when he is compelled to surrender their logical basis.”

“Man lives in a world of surmise, of mystery, of uncertainties.”

John Dewey
1859–1952
Scientific Paradigms and Research Questions

Positivism to Pragmatic to Post Modern

“We would be in a nasty position indeed if empirical science were the only kind of science possible.”

Edmund Husserl
1859–1938

It is the mission of the twentieth century to elucidate the irrational.

Maurice Merleau-Ponty
1908–1961

“The historian of science may be tempted to exclaim that when paradigms change, the world itself changes with them.”

Thomas Kuhn
1922–1996
Qualitative Research Approaches to Research Questions

<table>
<thead>
<tr>
<th>Method</th>
<th>Empiric–Analytical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assumptions</td>
<td>Reality exists only incompletely and is probabilistically apprehended. Science grows through accumulation of knowledge. Theory and observation are value–laden</td>
</tr>
<tr>
<td>Goals</td>
<td>Content analysis through the type, amount, and frequency of responses to questions; Initial work to quantitative/empirical studies</td>
</tr>
<tr>
<td>Research Question</td>
<td>What are the psycho–social behaviors that demonstrate ethical practice?</td>
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<tr>
<td>Sample Size</td>
<td>30–50 interviews</td>
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## Qualitative Research

**Approaches to Research Questions**

<table>
<thead>
<tr>
<th>Method</th>
<th>Constructivist/Interpretive</th>
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<tbody>
<tr>
<td>Assumptions</td>
<td>Human study is distinctly different from the study of the physical world. Human beings are social, dialogical beings who inhabit a world of meanings, practices and traditions.</td>
</tr>
<tr>
<td>Goals</td>
<td>To understand the meanings, relational concerns and practices of the everyday world. To describe or interpret multiple contexts.</td>
</tr>
<tr>
<td>Research Questions</td>
<td>What is the lived meaning of ethical practice? What is ethical practice like living it day to day?</td>
</tr>
<tr>
<td>Sample Size</td>
<td>Phenomenology: 6 in depth interviews Ethnography: 30–50 interviews</td>
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**Qualitative Research Approaches to Research Questions**

<table>
<thead>
<tr>
<th>Method</th>
<th>Critical Theory</th>
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<tbody>
<tr>
<td><strong>Assumptions</strong></td>
<td>Science is a social, cultural and political activity. All research has political activity. Knowledge is socially constructed; not discovered. Facts are never isolated from ideology.</td>
</tr>
<tr>
<td><strong>Goals</strong></td>
<td>To deconstruct social conditions that are oppressive and create imbalances in power relationships as well as marginalization.</td>
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<tr>
<td><strong>Research Questions</strong></td>
<td>What are the existing social power structures that inhibit ethical practices?</td>
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<tr>
<td><strong>Sample Size</strong></td>
<td>Focus groups: 7–10 people per group</td>
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# Qualitative Research

## Approaches to Research Questions

<table>
<thead>
<tr>
<th>Method</th>
<th>Participative Action Research (PAR)</th>
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<tbody>
<tr>
<td><strong>Assumptions</strong></td>
<td>Reality is co-created between all members of the research team, including participants and community members. Reality is both subjective and objective</td>
</tr>
<tr>
<td><strong>Goals</strong></td>
<td>Collaboration, primacy of the practical, self-reflexivity and reciprocity on the part of the researcher.</td>
</tr>
<tr>
<td><strong>Research Question</strong></td>
<td>What are the social conditions that impede experiences of ethical practice in underserved populations?</td>
</tr>
<tr>
<td><strong>Sample Size</strong></td>
<td>Focus groups: 7–10 people per group</td>
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</tbody>
</table>
## Qualitative Research

### Approaches to Research Questions

<table>
<thead>
<tr>
<th>Method</th>
<th>Post Modern</th>
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<tbody>
<tr>
<td>Assumptions</td>
<td>Realities are multiple, intangible mental constructions; local and specific in nature. Standpoint theory studies the world of experience from the point of view of the historically and culturally situated individual.</td>
</tr>
<tr>
<td>Goals</td>
<td>Social criticism; de–centered discourse analysis; participatory processes. Deconstruction of what has been taken for granted as being known.</td>
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<tr>
<td>Research Question</td>
<td>What voices are unheard or marginalized within a culture of unethical practice?</td>
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<tr>
<td>Sample Size</td>
<td>Focus groups: 7–10 people per group; in depth individual interviews with 6–30 participants</td>
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Scientific Paradigms and Research Questions

Positivism to Pragmatic to Post Modern

“The web of domination has become the web of Reason itself, and this society is fatally entangled in it.”

_Herbert Marcuse_

1898–1979

“When all actions are mathematically calculated, they also take on a stupid quality.”

“Theodor Adorno

1903–1969

“Intelligence is a moral category.”
Distinguishing Research and Practice

- **Research**
  - Designates an activity designed to permit conclusions to be drawn
  - Contributes to generalizable knowledge
  - Sets forth an objective and a set of procedures to meet particular objectives

- **Practice**
  - Interventions are designed solely to enhance the well being of an individual or group and have a reasonable expectation of success.
Use of Participative Action Research Methods in Surgical Site Infection Reduction: A Quality Improvement Project

<table>
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<th>Method</th>
<th>Participative Action Research (PAR)</th>
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<tr>
<td>Assumptions</td>
<td>Reality is co-created in the post simulation debriefing by clinical staff, confederates and consultant. Reality is both subjective and objective.</td>
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<tr>
<td>Goals</td>
<td>Clinical, social and cultural reflection on the part of participants in the post simulation debriefing. Participant observation on the part of the consultant in simulation</td>
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<tr>
<td>Debriefing Question</td>
<td>What are the social conditions that impede practice of the Association of Operating Room Nurses (AORN) Standards?</td>
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<tr>
<td>Sample Size</td>
<td>6 Simulation Debriefing Groups: 7–10 Kaiser Permanente Northwest (KPNW) clinical leader staff from 5 sites</td>
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“The world is...the natural setting of, and field for, all my thoughts and all my explicit perceptions. Truth does not inhabit only the inner man, or more accurately, there is no inner man, man is in the world, and only in the world does he know himself.”

*Maurice Merleau-Ponty  
1908–1961*

“And today more than ever, knowing about that society involves first of all choosing what approach the inquiry will take, and that necessarily means choosing how society can answer.”

*Jean-Francois Lyotard  
1924–1998*
References


