



Qualitative Design and Measurement

The Oregon Research & Quality Consortium Conference

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0900-1000

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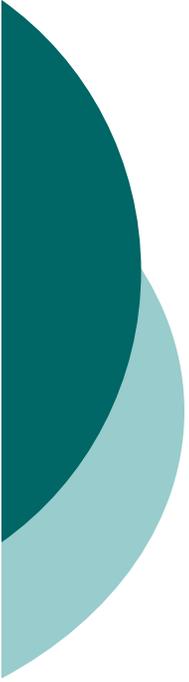
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Qualitative Design and Measurement Objectives

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



Disclosure Statement

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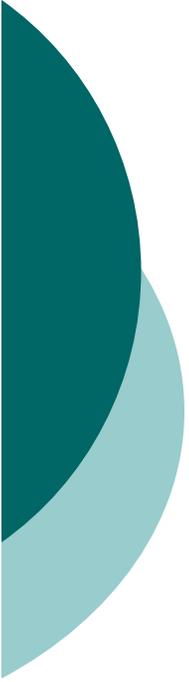
Scientific Paradigms and Research Approach

Positivism to Pragmatic to Post Modern

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

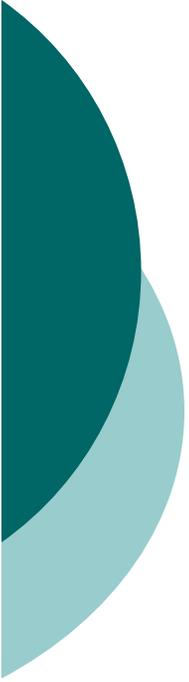
Positivism to Pragmatic to Post Modern

○ 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

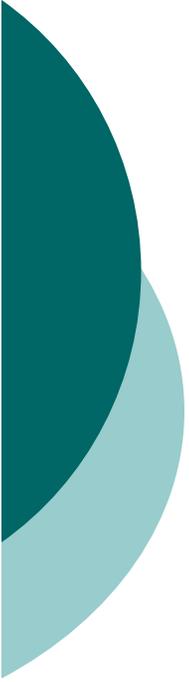
“Every great advance in science has issued from a new audacity of imagination.”

“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.”

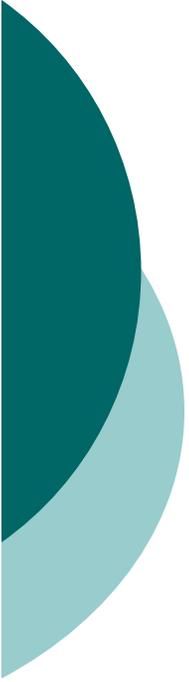
Edmund Husserl
1859–1938

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

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



Qualitative Research

Approaches to Research Questions

Method	Constructivist/Interpretive
Assumptions	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.
Goals	To understand the meanings, relational concerns and practices of the everyday world. To describe or interpret multiple contexts.
Research Questions	What is the lived meaning of ethical practice? What is ethical practice like living it day to day?
Sample Size	Phenomenology: 6 in depth interviews Ethnography: 30–50 interviews



Qualitative Research

Approaches to Research Questions

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



Qualitative Research

Approaches to Research Questions

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



Qualitative Research

Approaches to Research Questions

Method	Post Modern
Assumptions	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.
Goals	Social criticism; de-centered discourse analysis; participatory processes. Deconstruction of what has been taken for granted as being known.
Research Question	What voices are unheard or marginalized within a culture of unethical practice?
Sample Size	Focus groups: 7–10 people per group; in depth individual interviews with 6–30 participants



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

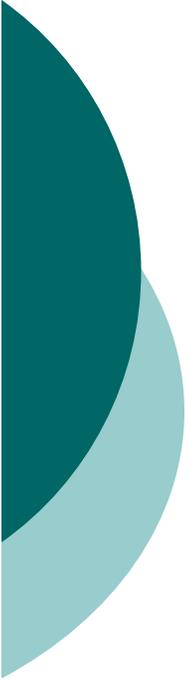
1898–1979

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

“Intelligence is a moral category.”

Theodor Adorno

1903–1969



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

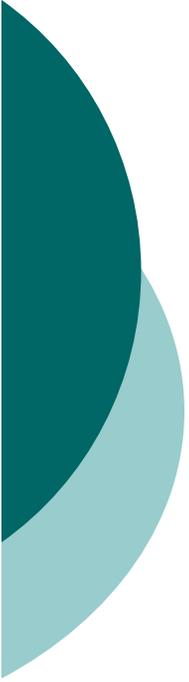
○ Practice

- 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

Method	Participative Action Research (PAR)
Assumptions	Reality is co-created in the post simulation debriefing by clinical staff, confederates and consultant. Reality is both subjective and objective.
Goals	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
Debriefing Question	What are the social conditions that impede practice of the Association of Operating Room Nurses (AORN) Standards?
Sample Size	6 Simulation Debriefing Groups: 7–10 Kaiser Permanente Northwest (KPNW) clinical leader staff from 5 sites



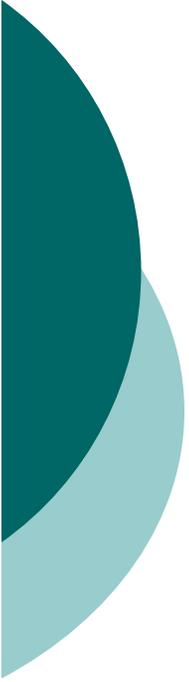
Qualitative Design and Measurement

“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



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