



The How and Why to Answering How and Why Questions

Getting Started with Qualitative Research

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Disclosures, Conflicts of Interest

I have no relevant conflicts of interest to disclose.

Objectives

Provide an overview of types of questions that can be answered using qualitative methods

Provide 'next steps' after identifying your research questions

Hello!

I am Teri Charrois, a converted quantitative researcher who has come to appreciate the profound importance of qualitative research



**What *one word* comes to
mind when you think of
Qualitative Research?**

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What one word comes to mind when you think of qualitative research?

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I will not...

Justify that qualitative research is really research

I will say that...

- It is considered a rigorous form of research
- Has a long history of use in *social sciences*
- Bias is identified upfront
- Useful to answer particular questions in pharmacy and medicine

Many high quality RCTs show that a new drug **Qualicillin** is an effective treatment for the management of a concerning, life-threatening condition known as *skepticism*. You have a patient with a horrible case of skepticism and know, based on the data, it will improve (using objective measurements) skepticism by at least 50%. The current skepticism guidelines also recommend Qualicillin as first line treatment.

So you prescribe it to the patient and expect great results!

But....

At 6 month follow-up, they have only take a week's worth of medication and do not want to take anymore. They don't have side effects, and were seeing some benefit.

Why did they stop it?????

So where do we start?

How can qualitative research be positioned?

- “Interpretivism”
 - Interpretive and naturalistic approach
 - Make sense of and/or interpret phenomena

Seeking to understand: using generic qualitative research to explore access to medicines and pharmacy services among resettled refugees

Kim Bellamy¹ · Remo Ostini² · Nataly Martini³ · Therese Kairuz⁴

Research in Social and Administrative Pharmacy xxx (xxxx) xxx



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Contents lists available at [ScienceDirect](#)

Research in Social and Administrative Pharmacy

journal homepage: www.elsevier.com/locate/rsap

The nature of conflict in community pharmacy – A pilot study of pharmacists' experiences during the COVID-19 pandemic

William Lam^{*}, Amary Mey, Michelle A. King, Phillip Woods

School of Pharmacy and Medical Sciences, Griffith University, Queensland, Australia



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Research in Social and Administrative Pharmacy

journal homepage: www.elsevier.com/locate/rsap

Patients' and healthcare providers' perspectives on diabetes management: A systematic review of qualitative studies

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What are we trying to answer? What is the actual problem we're trying to solve?

Scenario:

- Non-adherent pt
- Med Condition: skepticism
- Treatment: Qualicillin

What is the research problem?

- Has anyone else tried to solve this problem before? Something similar?
 - Literature review!

Why does quantitative research maybe not work in this situation?

- You could look at the primary data and find out the rates of non-adherence in the study, but does that help you find out why your particular pt is non-adherent?

Attempting to answer that research with quantitative data?

- 75% of skeptical patients were non-adherent to Qualicillin

Hmmm...side effects?

- 1% of skeptical patients had a side effect that led them to taking the medication



**How does that
help you?**

How could you frame that in a reasonable question?

- Remember:
 - How?
 - **Why?**
 - ***Why do patients with skepticism stop taking Qualicillin?***

Right! Back to the problem

- Understanding non-adherence to qualicillin in patients with nonadherence
- Doesn't seem to be explained by side effects or poor response to therapy
- By understanding these other factors we could better prepare our patient education when starting a patient on it

What would your primary objective be?

To better understand factors involved in skeptical patients who are non-adherent to Qualicillin.

- **Broad net** - not just the PRIMARY REASON
- Generate ALL potential factors as that may show you how complicated and inter-related the factors are
 - This could help you create solutions for multiple factors

Then, and only then, should you think about research design

Will the design help you to **discover** or **explore** basic naturally occurring phenomenon, to **evaluate** or **assess** the performance of a project, to **construct** a theoretical model that helps to **explain the relationships between different variables**, to **describe how participants understand their experiences** regarding some aspect of their lives, or **work with participants to change their organization or system**?

Now What? Consider your approach

Methodology

vs.

Methods for Data Collection

Methodology

- This is where you hear such words as:
 - Ethnography
 - Phenomenology
 - Grounded Theory
 - Narrative Research
 - Case study

	Narrative	Phenomenology	Grounded Theory	Ethnography	Case study
Focus	Exploring the life of an individual (story-telling)	Understanding the essence of the experience	Developing a theory grounded in data from the field	Describing and interpreting a culture-sharing group	Developing an in depth description of a case
Unit of analysis	One or more individuals	Several individuals with similar experience	A process, action or interaction with many individuals	A group	An event, program, activity with more than one individual
Data collection	Interviews, documents	Interviews, observations, text descriptions	Interviews (more individuals than other approaches)	Observations, interviews	Multiple sources

Examples

- **Narrative**
 - To explore peoples' experiences of using antidepressants in the context of their family, work and social lives
- **Phenomenology**
 - The meaning and development of patient-centredness
- **Grounded theory**
 - Develop a framework of inquiry to explore the experience of pharmacy practice in assisted dying
- **Ethnography**
 - Examine interdisciplinary medication decision making by pharmacists in pediatric hospital settings
- **Case Study**
 - Indepth exploration of ehealth experiences of pharmacy staff in North East Scotland

Methods for Data Collection

- Interviews
- Focus groups
- Observations
- Artifacts, documents
- Visual methods

What does this mean?

Back to qualicillin study...*Trying to understand the **phenomenon** of nonadherence in skeptical patients.*

- You could use phenomenology as your methodology and then use interviews as your primary source of data collection.

Alternatively...

- You could use a **case study approach** to interview patients in your clinic about non-adherence and factors associated
 - You could add to this case study data by using some quantitative data on rates of non-adherence (mixed methods)
 - Study is limited to your clinic (The Case)

The difference in these 2 approaches

Phenomenology	Case Study
<ul style="list-style-type: none">● Personal experiences about being non-adherent● Most likely collect data using interviews of patients	<ul style="list-style-type: none">● Questions relating to exploring possible reasons for non-adherence● Could use focus groups for people to build off of ideas of others● Also collect data from teaching materials used in your clinic, experiences from other HCPs in your clinic

It's more complicated than that...

But overall, qualitative research is not complicated.

It recognizes experiences, stories.

It describes, explore, explains.

It answers questions of How and Why...

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What qualitative questions do you have?

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Key Takeaways

Find a mentor

- CSHP Mentorship program launching in 2022

Read papers in your area of interest

- Hint: *That might mean moving out of pharmacy literature*

Resources for Moving Forward

CPTL Resources (Methodology Matters)

NCRM Podcasts

IIQM

Read papers in the area!



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