

Application of Qualitative Research in Dietetics

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AMINA CHUGHTAI RD

Dept. of Food Science & Human Nutrition
University of Veterinary & Animal Sciences

Presentation Layout

1. Intro to qualitative research

1. Purpose of Qual research
2. Difference between Quant and Qual Research

2. Writing a research question

1. Activity- write two research questions-critique a research question

3. Qual research methodology

1. Study designs
2. Data collection methods
3. Data management- analysis and data management softwares (Nvivo)- **NOT INCLUDED**

RESEARCH

- A systematic investigation to establish facts or principles or to collect information on a subject

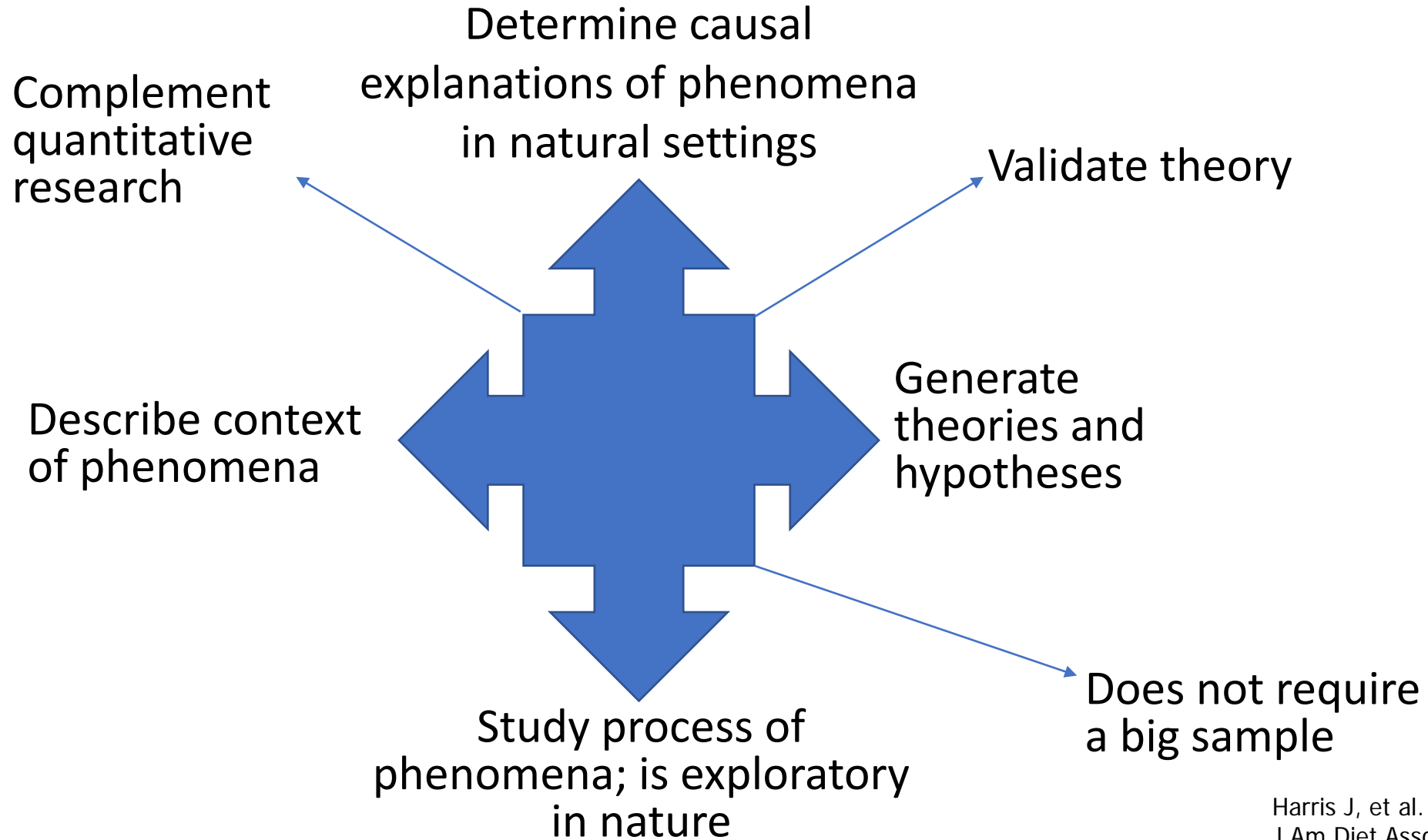
Types of research

- Quantitative
- Qualitative

1. QUALITATIVE RESEARCH

- Approach that produces findings not derived from standard statistical procedures or other means of quantification.
- Defined as a **naturalistic approach** that **seeks to understand phenomena** in uncontrolled, context-specific settings, in which data are not numbers, but text, audio, or visual

1. PURPOSE OF QUALITATIVE RESEARCH



1. QUALITATIVE vs QUANTITATIVE RESEARCH

Approach: Inductive	Approach: Deductive
Goal: Depth, generates hypothesis	Goal: Breadth/ tests hypothesis
Setting: natural/uncontrolled setting	Setting: controlled/ Experimental/ quasi
Sampling: Purposive	Sampling: Random
Sample Size: Small	Sample Size: Large
Data Collection: observations/ Guides	Data Collection: Survey
Data Analysis: iterative interpretation	Data Analysis: Statistical models
Explore: Outcomes due to treatments, manipulations and outcomes	Explore: Complex issues and interactions between humans, reasons for outcomes, and processes

2. Identifying a Research Question

- Qual Res inquires research questions and **NOT** objectives.
- It is *exploratory in nature*
- It will **explore a phenomenon/ concept** whose variables are not known and with no theoretical base, expect the research question to **evolve/change** during the course of the study

2. Writing a Research Question

1. Focus on a single phenomenon
2. It starts with an exploratory verb e.g. *generate, discover, understand, describe, explore*
3. Use verbs that are non-directional
4. The research question is framed as an objective
5. It should specify the site of the study to the participants

2. Writing a Research Question

Activity- Critique the question

The purpose of this study is to understand the perceptions of communities of community midwives regarding effective work

2. Writing a research question

Better Version

**‘To explore communities’ perceptions of
community midwives of to effective work in
Southern Punjab’**

Writing a Research Question

Activity

'Rural lahore is not knowledge able about
breastfeeding'

Writing a Research Question

Better Version

????????????????

3. Qualitative Research Methodology

There are four components of qualitative research methodology

- Qualitative research strategies/designs
- Sampling Methods
- Data sources and collection
- Data Management

3. Qualitative Research Strategies

1. In-depth interviews
2. Focus group discussions
3. Documents
4. Observations

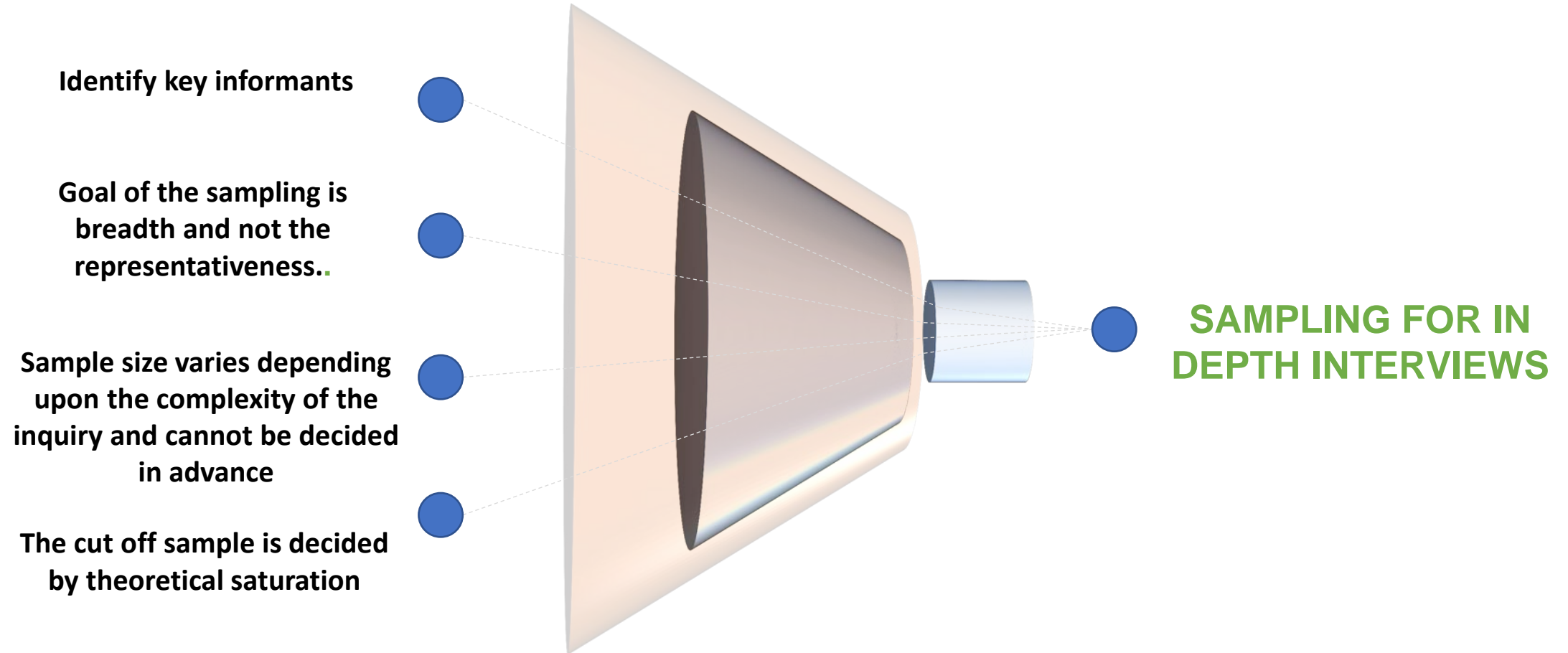
In-depth Interviews

A one-to-one conversation between researcher and participant, providing information on the participant's point of view.

In-depth Interviews



In-depth Interviews



In-depth Interviews

Advantages

- Useful when participants cannot be directly observed
- Participants can provide historical information
- Allows researcher control over the line of questioning

Limitations

- Provides indirect information filtered through the views of interviewees
- Provides information in a designated place rather than the natural field setting
- Researcher's presence may bias responses
- Not all people are equally articulate and perceptive

Data Collection Approach

- unstructured, open-ended interview and **taking interview notes**
- unstructured, open-ended interview, **audiotape** the interview, and **transcribe it**
- semi structured interview, audiotape the interview and transcribe it
- Different types of interviews: email, face-to-face, focus group, online telephone interviews

Observations

The researcher takes field notes on the behavior and activities of individuals at the research site

In these field notes, the researcher records, in an unstructured or semistructured way (using some prior questions that the inquirer wants to know), activities at the research site.

Observation- Types

1. Participant vs Non Participant
2. Direct vs indirect
3. Disguised vs undisguised
4. Structured vs non structured
5. Human vs Mechanical

Observations

Advantages

- Researcher has a first-hand experience with participant
- Researcher can record information as it occurs
- Unusual aspects can be noticed during observation
- Useful in exploring topics that maybe uncomfortable for participants to discuss
- Costs Less
- No chance of recall error

Limitations

- Researcher may be seen as intrusive
- Private information maybe observed that researcher cannot report
- Researcher may not have good attending and observing skills
- Certain participants (e.g., children) may present special problems in gaining rapport

Focus Group Discussions

Discussion among four to eight participants, facilitated by a researcher, generating data on the research topic through peer discussions.

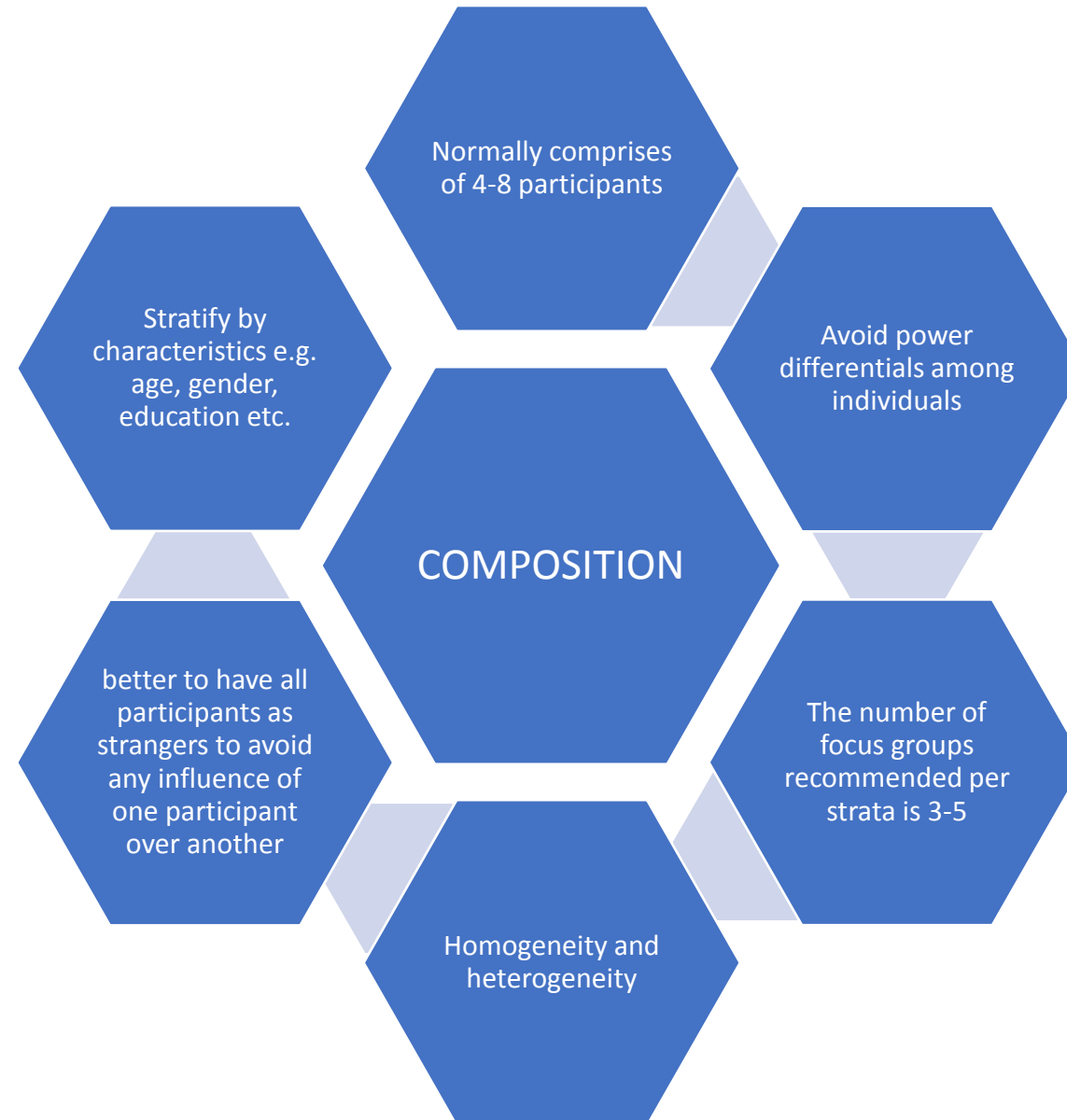
FOCUS GROUP DISCUSSIONS



Data collection

The idea is to drop a pebble in the middle of the pond and stimulate a ripple effect of conversation. A discussion guide is usually used to collect data in focus groups in a similar way as mentioned for in depth interviews.

Focus Group Discussions



Focus Group Discussions

Advantages

- Gives a more collective point of view on how the group as a whole discusses a topic
- A deeper understanding of the phenomenon
- new insights; exploring shared norms, common knowledge, shared beliefs & common debates
- Complements and further explains statistical information obtained from other evaluative processes

Limitations

- Expensive & time consuming
- Harder to get everyone in the same place at the same time
- biased sample
- Reliability of thematic analysis
- Reliability of perceptions (not always accurate)
- Difficulties preventing a particularly vocal or dominant participant from coercing others to agree with his/her views
- Data obtained are very context-specific and therefore not generalizable to other institutions or contexts

Documents

During the process of research, the investigator may collect **documents**. These may be public documents (e.g., newspapers, minutes of meetings, official reports) or private documents (e.g., personal journals and diaries, letters, e-mails).

Documents

Advantages

- Enables a researcher to obtain the language and words of participants.
- Can be accessed at a time convenient to researcher-an unobtrusive source of information.
- Represents data which are thoughtful in that participants have given attention to compiling them,
- As written evidence, it saves a researcher the time and expense of transcribing

Limitations

- Not all people are equally articulate and perceptive.
- May be protected information unavailable to public or private access.
- Requires the researcher to search out the information in hard-to-find places.
- Requires transcribing or optically scanning for computer entry.
- Materials may be incomplete.
- The documents may not be authentic or accurate

Data Collection Methods

1. Keeping a journal during the research study
2. Have a participant keep a journal or diary during the research study
3. Collect personal letters from participants
4. Analyze public documents (e.g., official memos, minutes, records, archival material).
5. Examine autobiographies and biographies
6. Have participants take photographs or videotapes (i.e., photo elicitation)
7. Medical records

Qualitative Research Applications in Dietetics

Application	Research Question
Decision making processes	How do dietitians make decisions about discontinuing tube feedings?
Sociocultural factors that affect food and nutrition-related behaviors	What are motivators and barriers to urban African-Americans consuming fruits and vegetables?
Reasons for a dietetics-related phenomenon	Why didn't a technology based, interactive diabetes education program improve diabetes self management compared to a traditional diabetes education program?
Teaching effectiveness in dietetics	Which are best practices among dietetics educators who have been identified as excellent in their field?

Qualitative Research Applications in Dietetics

Application	Research Question
Consumer and employee behavior, attitudes, and perspectives in foodservice	What are the behaviors, attitudes, and perspectives related to food safety among community hospital foodservice workers?
Exploring unfamiliar cultures regarding their mores, traditions, and beliefs related to food and nutrition	What mores, traditions, and beliefs promote obesity among the Pima Indians?
Evaluation of dietetics education programs	What is the process used by a particular dietetic internship to educate their students?
Task-related processes	To what degree is the Nutrition Care Process applied in community and clinical environments?
Theory development and modification	To what degree does Social Learning Theory apply in explaining the choice between soda and milk?

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