

# Implementation Science and Evaluation #23:

# QUALITATIVE RESEARCH

## WHAT is qualitative research?

A **description of research methods that analyse data** such as...

- ✓ Expressions of life experiences
- ✓ Recordings of events
- ✓ Natural language

 Data usually **not expressed in numbers!**

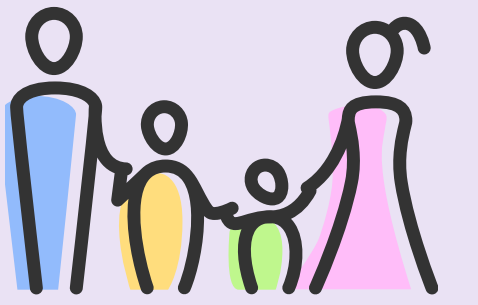
For example...



- Recordings or interview transcripts
- Focus Group Discussions with Clients

## WHY use qualitative research?

- It helps us to understand **lived experiences of clients and families**



- Uses **open-ended questions** to dive deeper into the question



For example...



I want to attend Foster Parents training but it's on a Monday morning and I have to work!

## WHEN to use qualitative research?

Research methods should be **guided by questions**. It should be used when...

- the question is about **people's perceptions, experiences, or thinking processes**, etc.
- topics are **complex**, may require **multiple perspectives**, and cannot be captured by questionnaires or satisfaction ratings.

For example...



What **feedback** do clients have about the new programme?



Why are parents **not attending parenting sessions** for their children?



What was the staff's experience when **implementing a new system**?



## COMING UP NEXT ►►

We'll be going through **how to conduct qualitative data analysis** in the next info-poster. Stay tuned!

### Reference:

Levitt, H., Bamber, M., Creswell, J., Frost, D., Josselson, R., & Suarez-Orozco, C. (2018). Journal Article Reporting Standards for Qualitative Primary, Qualitative Meta-Analytic, and Mixed Methods Research in Psychology: The APA Publications and Communications Board Task Force Report. *American Psychologist*, 73 (1), 26–46. <http://dx.doi.org/10.1037/amp0000151>

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