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1.- CONTRAST BETWEEN METHODOLOGICAL PERSPECTIVES

A) Distributive
   “Conversa”
   Quantitative survey

B) Structural
   “Perverse”
   Qualitative discussion group

C) Dialectic
   “Subversive”
   Socioanalysis

D) Practical
   “Reversive”
   IAP/PAR

Fuente: Tomás Villasante
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**METHODOLOGICAL PERSPECTIVES**

**Quantitative**
- Numbers
- Outside
- Explanation
- Fact

**Qualitative**
- Words
- Inside
- Understanding
- Virtual
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Theoretical background

The term “methodology” designates the way in which we approach the problems and look for the answers (set of methods and techniques / practices). There are two perspectives of greater prevalence in the Social Sciences:

The Positivism. 19th and 20th century. The facts or causes of social phenomena are searched independently of the subjectivity of the individuals. The social facts are referred to the state of "things" to prioritize objectivity (E. Durkheim).

The Phenomenology. It is about understanding the social facts from the perspective of the actor. The reality that matters is what people perceive as important.

It is in the mid-twentieth century when we can speak of the incitement of a qualitative perspective of research in Sociology.
Main characteristics of the Qualitative Methods:

1.- It is **Inductive**. The aim is to obtain general conclusions from individual data/information. It is flexible and not based on any hypothesis or preconceived model.

2.- The researcher observes the scenario and the individuals using an holistic (general) perspective. The value of context.

3.- Sensitivity to the incidence of the researcher over the subjects.

4.- It’s about understanding individuals and their framework.

5.- The researcher leaves any prejudices behind, everything starts from scratch.
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6.- Every perspective is equally valid and of interest for the study. Give possibility to speak openly. See the facts from different perspectives (judge and judged).

7.- Qualitative methods are humanists. We study inner life of individuals, their feelings, frustrations...It is also called Inner Sociology.

8.- It highlights the validity of research. We obtain direct knowledge of social living and an adjustment between what is told and what actually happens (actitude – opinion).

9.- All the scenarios and individuals are interesting to be investigated.

10.- Qualitative research is therefore an art! The idea is to give as much flexibility and freedom as possible to the methodological processes.
Process of data analysis in qualitative methodology:

The great interdependent moments in the process of qualitative data analysis can be synthesized in:

• Exploratory analysis: It implies the analysis of the context with a previous conceptual framework. Collect data through records, field notes, summary sheets we start the first level of data reduction. We explain the purpose of analysis to move on to the subsequent exploration of them to complete those that we consider incomplete in order to elaborate categories.

  • The description: The description takes us to the examination of all the segments of each category in order to establish patterns in the data, which implies a level of reduction of the same.

  • Interpretation: This is the most risky moment of the process, since interpreting involves integrating, relating, establishing connections between the different categories, as well as possible comparisons. It means being creative while committing to a certain option and even accepting the possibility and risk of being wrong. In short, look for the meaning of the discourse.
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RESEARCH FOR CHANGES

DESCRIBE  EXPLAIN

Understanding social actors

IMPLEMENT

Use data for social changes!

INVOLVE

Research used to mobilize and keep the dynamics
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The Social Research Process (General: Qualitative & Quantitative)

1. Identify the problem
   - Collect as much data as we can to get a global knowledge of the problem: History, evolution, change, statistics, literature review, other studies…
   - Highlight information from key informers.
   - Questioning every suspicious factor that may be having an incidence on the study

2. Define the objectives
   - The Research Objective
   - Focus and announce the specific interests clearly.
   - Define the universo, object of study.

3. Build the hypothesis
   - They must respond to the objectives and be a tentative solution to the Object of study
   - They can be: descriptive, relations or causal

4. Define the key concepts of the study
   - Review the different definitions that exist and formulate new ones if Necessary.

5. Variable construction
   - Need to review the hypotheses
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6. Chose Prospective techniques

Quantitative
- Must fix the sample and create the questionnaire depending on the objectives and hypotheses.

Qualitative
- Design of the groups and/or interviews and scripts.

7. Field work

8. Data treatment
- Codification and computer processing
- Transcriptions in the case of Qualitative study.

9. Data analysis, report writing and conclusions
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### OBSERVATION SHEET

<table>
<thead>
<tr>
<th>Product description</th>
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</thead>
<tbody>
<tr>
<td>Scenic space</td>
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<tr>
<td>Status of participants</td>
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<tr>
<td>Target population</td>
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<tr>
<td>Actual message</td>
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<td>Subliminal message</td>
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<td>Symbols:</td>
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<td>Colors</td>
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<tr>
<td>Voice over</td>
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<tr>
<td>Music, ...</td>
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<tr>
<td>Other observations:</td>
</tr>
</tbody>
</table>
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Research Project (1)

1.- Introduction
   - Topic justification. The interest of the study.
   - The initial question.
   - Background. Theories, research studies, statistics

2.- Objectives and hypotheses (?)
   - General
   - Specific
   - Define the universe

3.- The methodology
   - Universe delimitation
   - References for the analysis implementation: indicators, Variables.
   - Univarint, bivariant, multivariant. Types of Qualitative analysis: Content, speech analysis...
   - Report of results. How to present results.
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Research project (2)

4.- Chronogram by time and phases.

5.- Budget

6.- Relations and obligations with the client.

7.- Project resources and professional experiences.
   - Physical resources: local equipment, equipment in general, program licenses...
   - Human team and education
   - Experience and CV

8.- Bibliography and Annexes