KONVENSYEN QA KEBANGSAAN KALI KE-12
"Compassionate Co-production"
8 – 10 OKTOBER 2024 | KLANA RESORT, SEREMBAN

KEMENTERIAN KESIHATAN MALAYSIA
INSTITUT PENYELIDIKAN SISTEM KESIHATAN

KEMENTERIAN KESIHATAN MALAYSIA
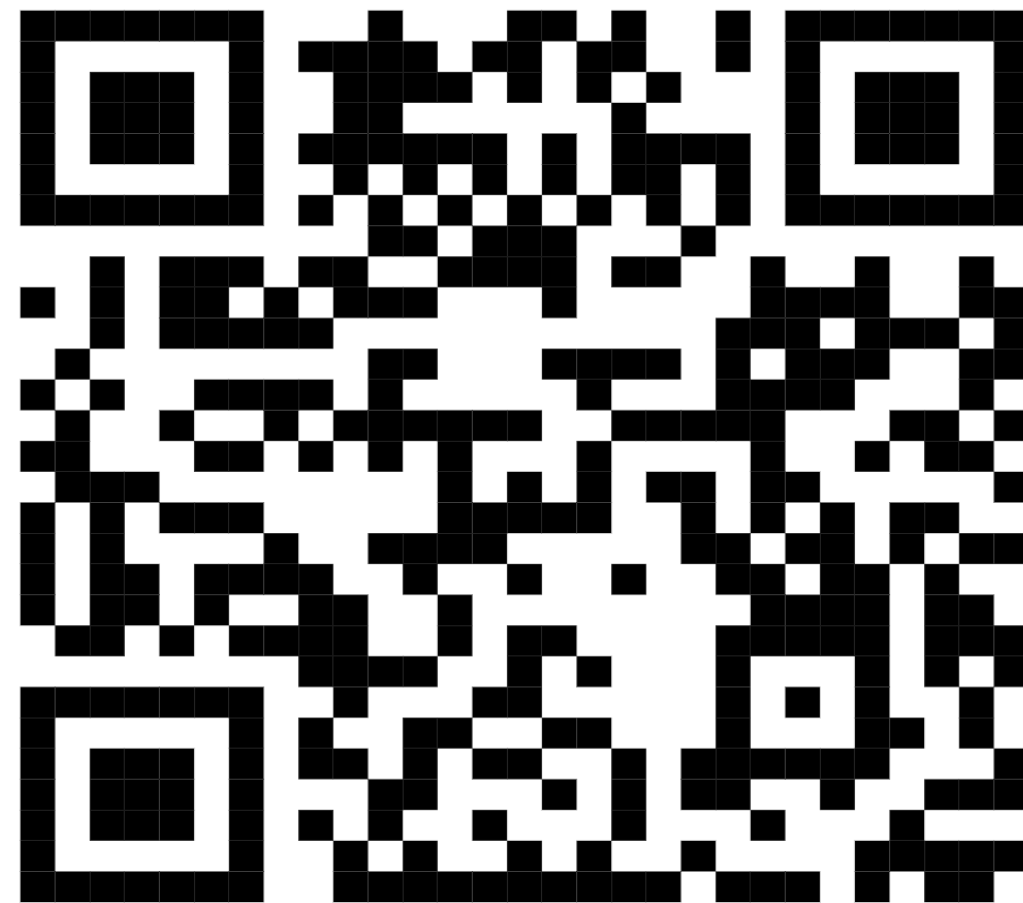JABATAN KESIHATAN NEGERI SEMBILAN

MSQH

SESI SIMPOSIUM (8 OKTOBER 2024 /8.30 - 9.30 MALAM)

Beyond Numbers:
Exploring Qualitative
Methods to Transform Healthcare

SILA IMBAS KOD QR ATAU AKSES PAUTAN UNTUK PENGESAHAN KEHADIRAN
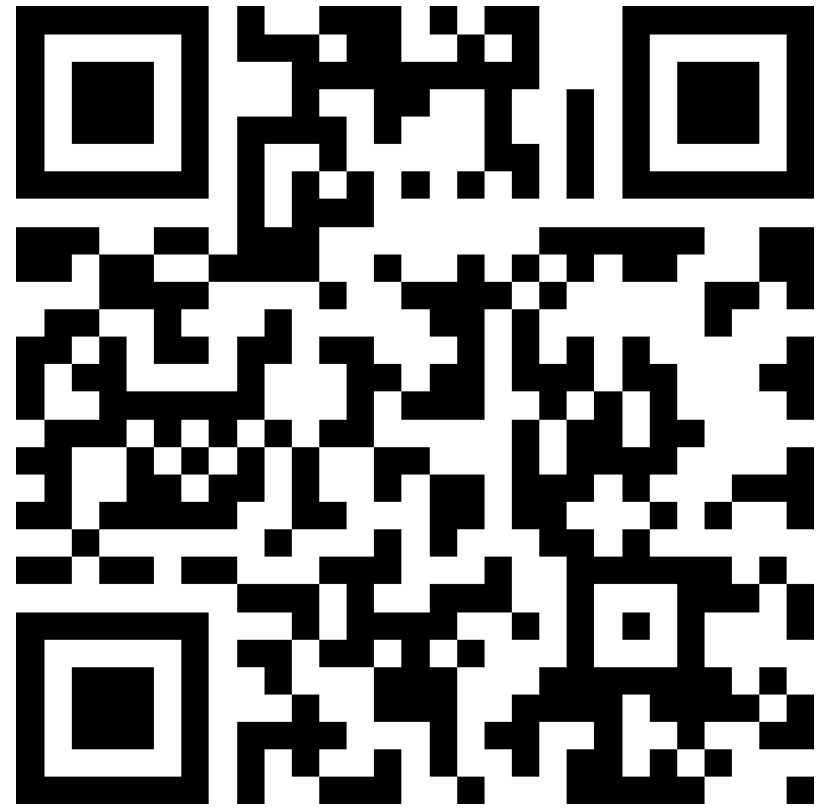
Beyond Numbers:
Exploring Qualitative Methods to Transform Healthcare

- Dr Nurul Athirah binti Naserrudin (PhD) & Dr Esther Wong Min Fui (DrPh)

- Institute of Health Systems Research, National Institutes of Health (NIH), Ministry of Health Malaysia

Positionality: Who are we?

Q1. What do you hope to learn in this qualitative research symposium?

What You'll Learn

1) Outline basic principles of qualitative research

2) Be aware of the diversity of qualitative approaches and methods

3) Understand how these methods can transform healthcare

4) Feel inspired to apply it in your own healthcare setting!

Structure

1) Importance of qualitative research in healthcare

2) What is qualitative research? Qual VS Quan

3) Basic philosophy of qualitative research

4) Qualitative research approaches and methods

5) Role play: Conducting interview: do's and don't's

Importance of Qualitative Research in Healthcare
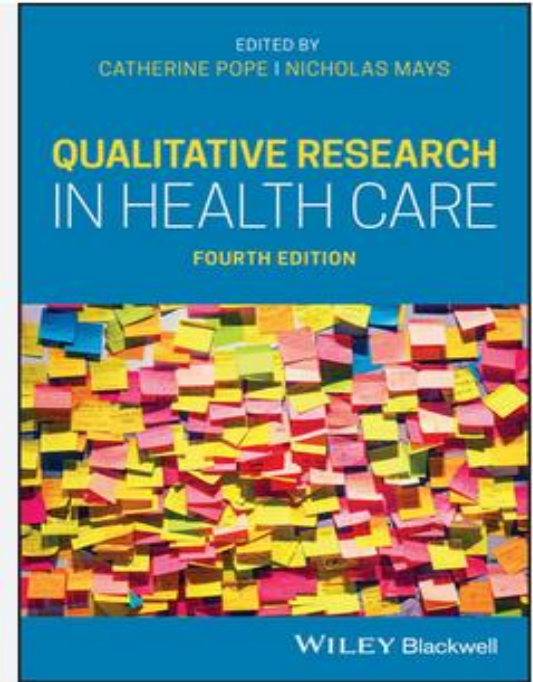
Patient-centered insights
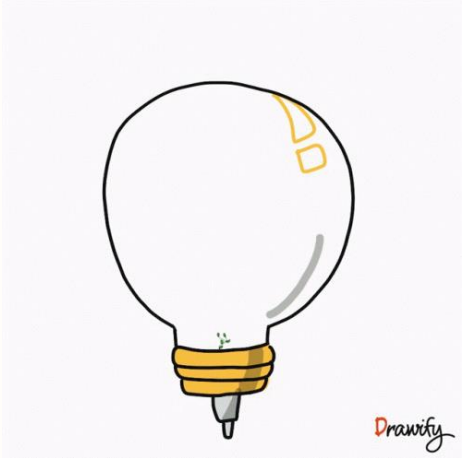
Drives innovation

Shapes better policies and strategies

Ensure comprehensive care

Improve communication

Disentangling the intersection of inequities with health and malaria exposure: key lessons from rural communities in Northern Borneo

Nurul Athirah Naserrudin, Pauline Yong Pau Lin, April Monroe, Sara Elizabeth Baumann, Bipin Adhikari, Anna Cohen Miller, Shigeharu Sato, Kimberly M. Fornace, Richard Culleton, Phaik Yeong Cheah, Rozita Hod, Mohammad Saffree Jeffree, Kamruddin Ahmed & Mohd Rohaizat Hassan ✉
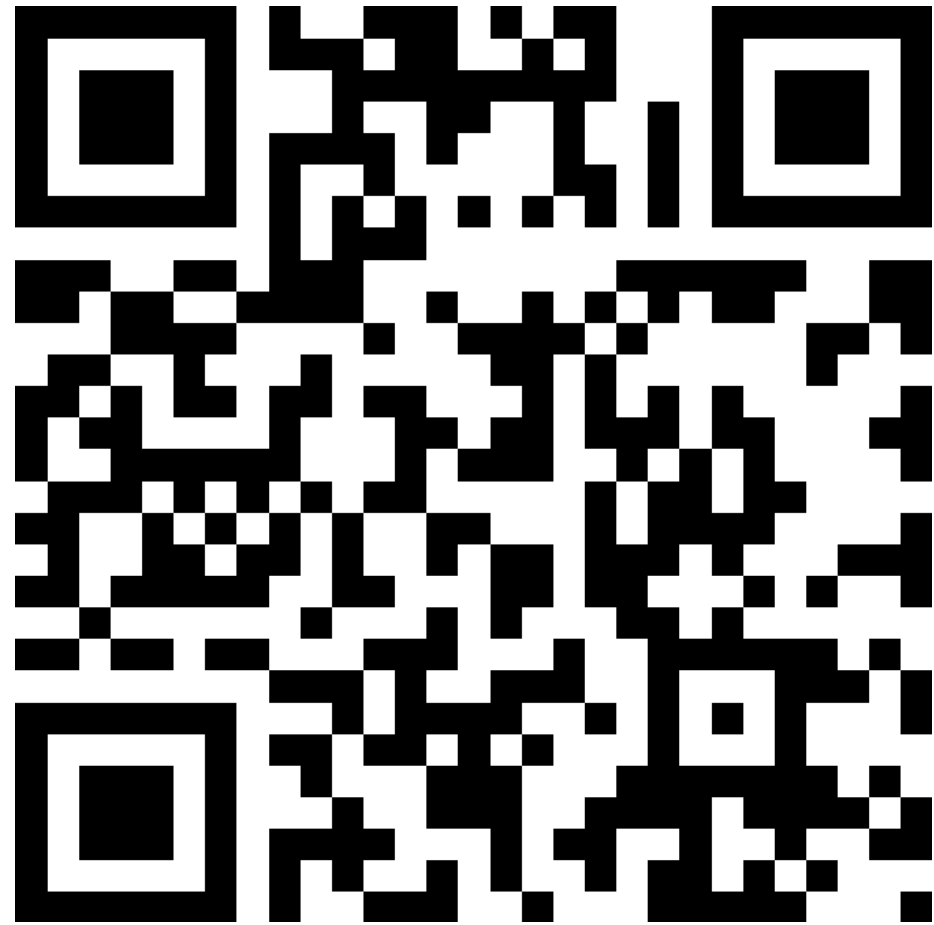
Q2. What is the difference between qualitative VS quantitative research?

QUANTITATIVE DATA

NUMERICAL

DISCRETE

COUNTING

CONTINUOUS

MEASUREMENT

FACTUAL

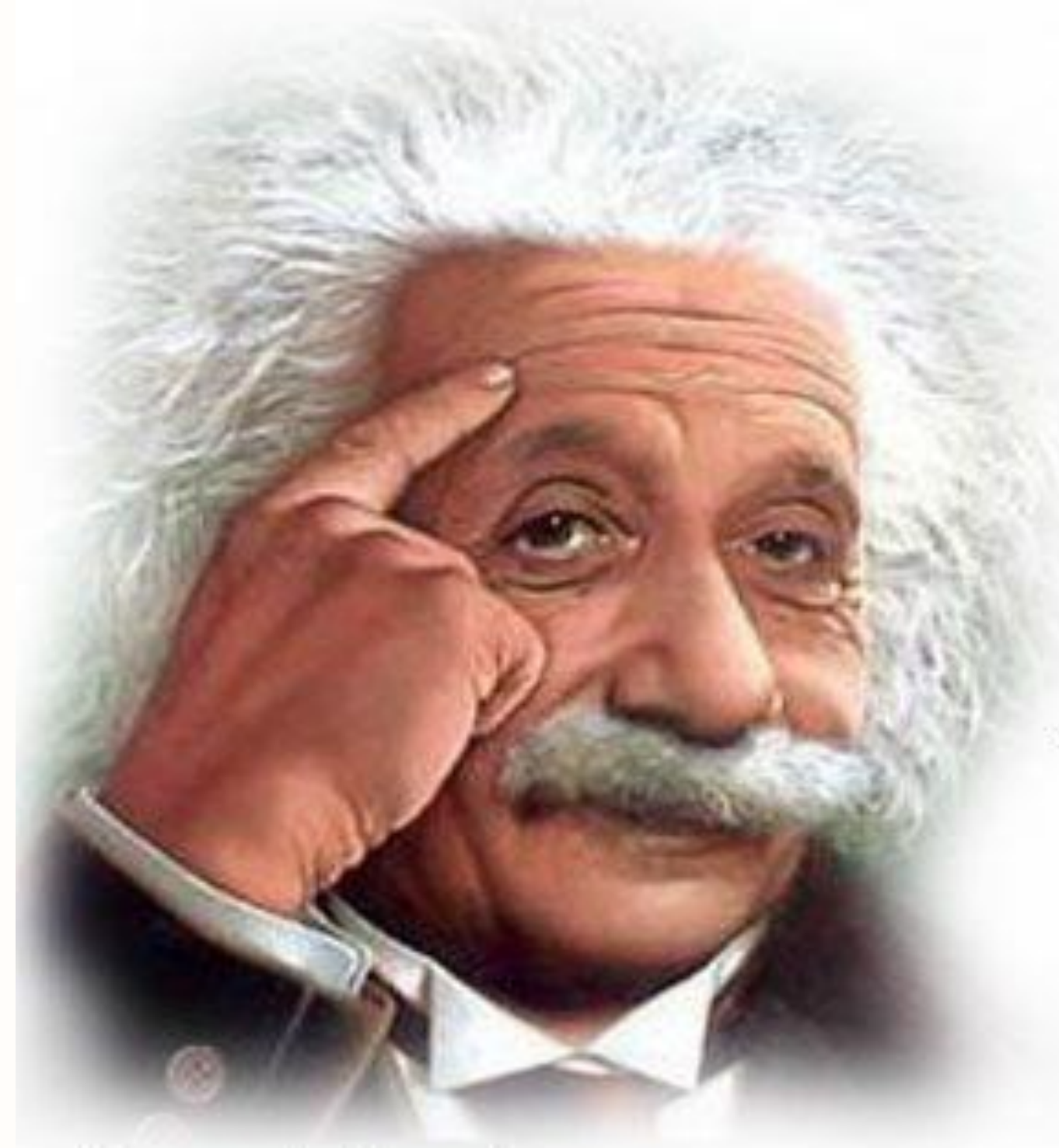# QUALITATIVE DATA

DESCRIPTIVE

SENSES

SEE

FEEL

SMELL

HEAR

TASTE

SUBJECTIVE

Not everything that can be counted counts, and not everything that counts can be counted.

Albert Einstein

What is Qualitative Research ?

- *Any kind of research that produces findings not arrived by means of statistical procedures or other means of quantification* (Strauss & Corbin, 1998)

- *A research approach to exploring & understanding health and illness as they are perceived by the people themselves, rather than from the researcher's perspective* (Morse, 2012)

- Emphasize the 'Why and How' behind experiences, beliefs and perspectives

Qualitative inquiry and research design: Choosing among five approaches /. John W. Creswell.-2nd ed. p. cm (2007)
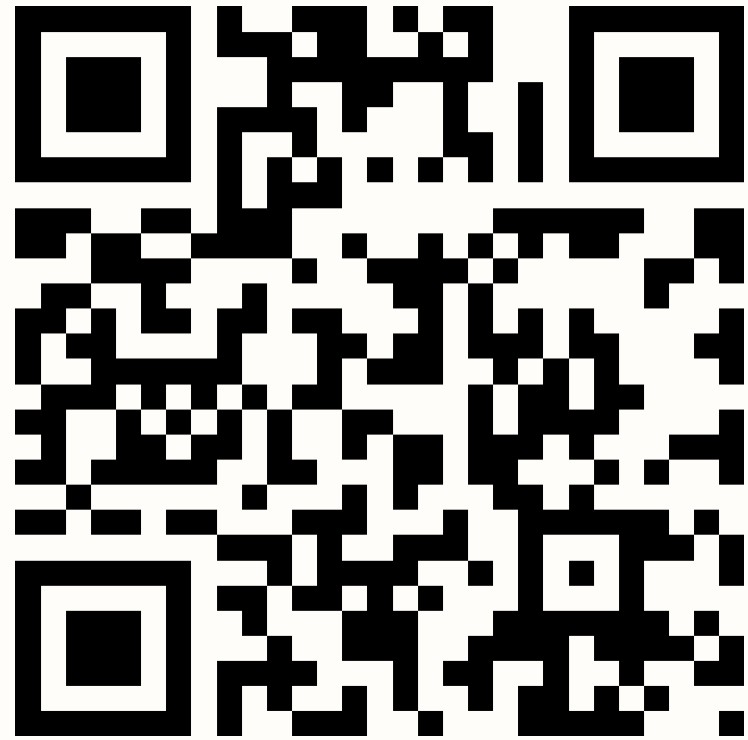
Q3: Based on your work settings, what problem can be addressed by qualitative research ?

To conduct qualitative study, it is not easy as it sounds :)

Basic philosophy

Ontology → Epistemology → Methodology
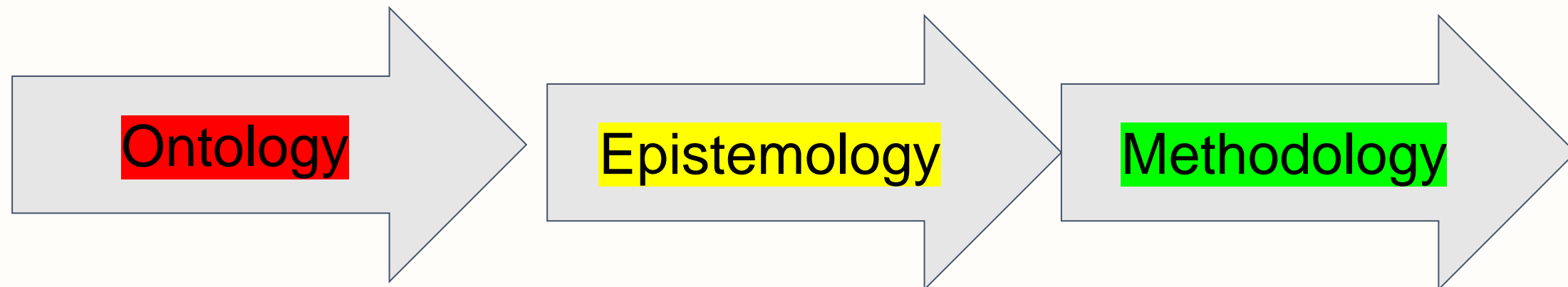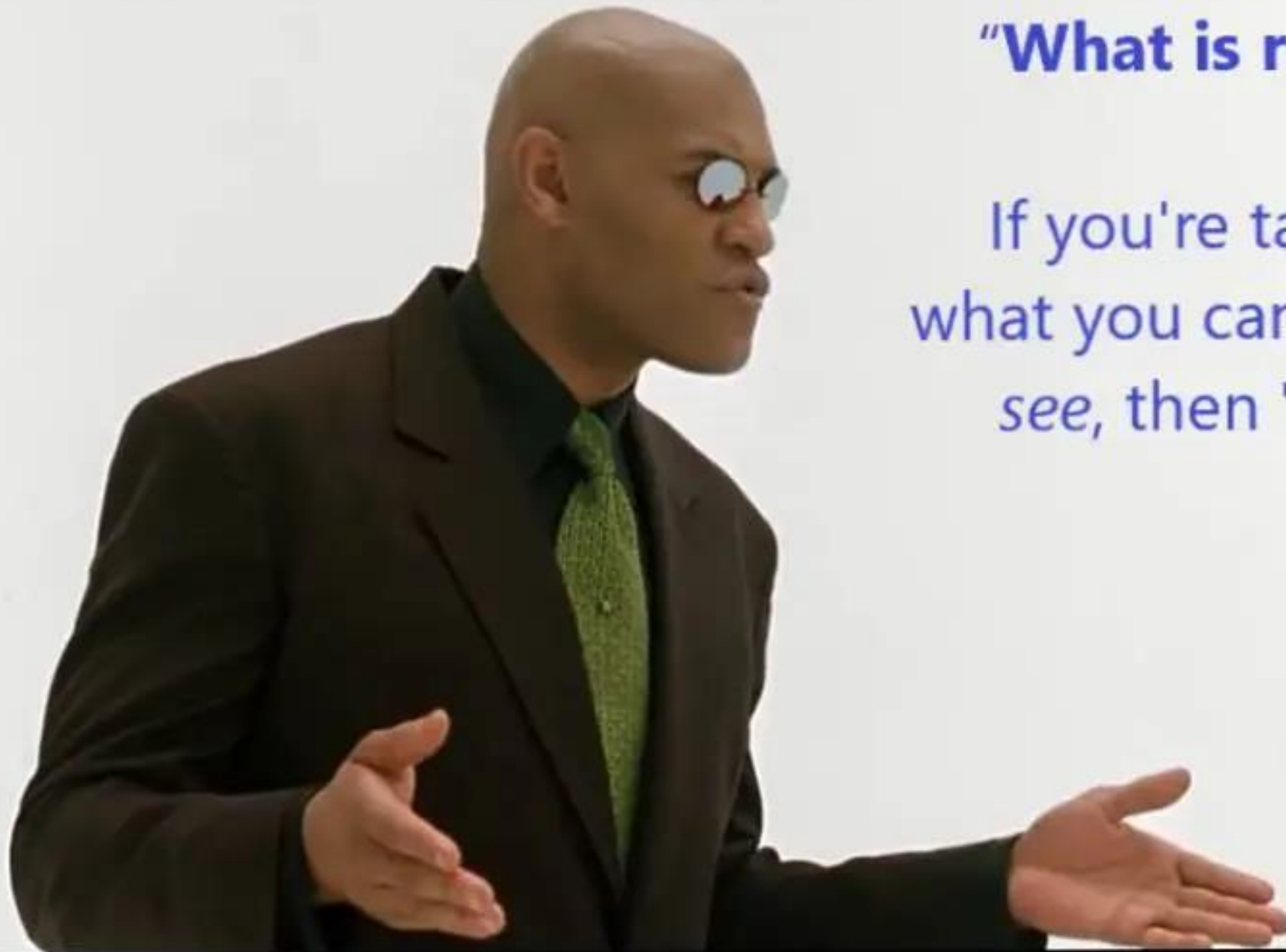
"**What is real**? How do you define '**real**'?

If you're talking about what you can *feel*, what you can *smell*, what you can *taste* and *see*, then 'real' is simply electrical signals interpreted by your brain."

Morpheus, The Matrix

Hofweber, T. (Summer 2020). *Logic and ontology*. In E. N. Zalta (Ed.), The Stanford Encyclopedia of Philosophy. URL https://plato.stanford.edu/entries/logic-ontology/
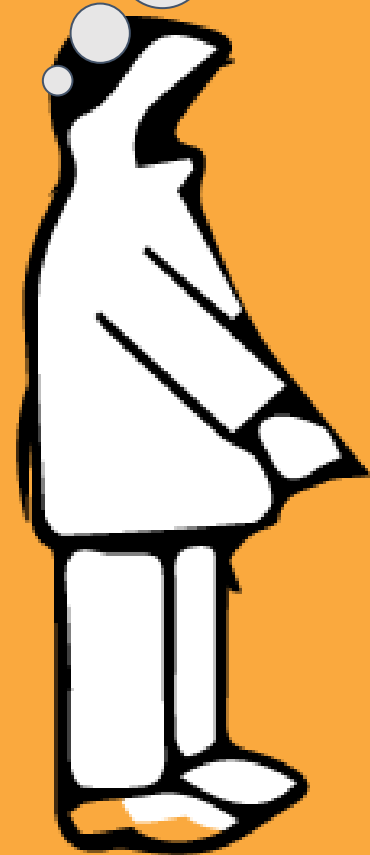
There is one single objective truth VS there is no single objective truth

Qualitative Research Approaches

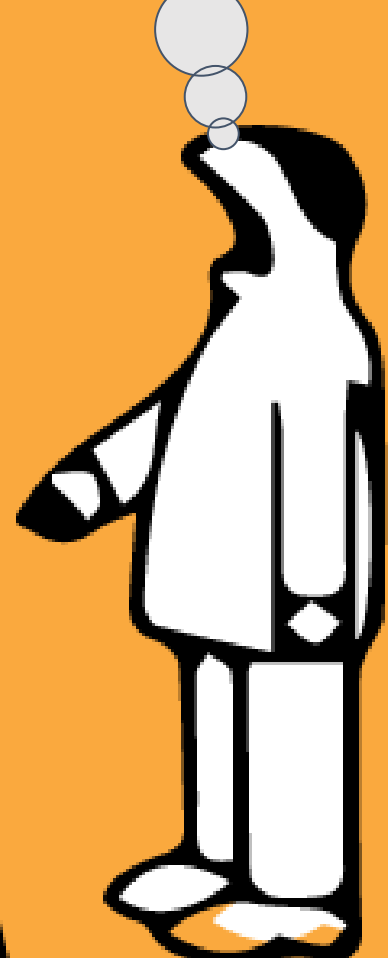| Design	Narrative	Phenomenology	Grounded theory	Ethnography	Case study
Aim	Exploring the life of participants	Understanding experiences about a phenomenon usually obtained by interviews	Developing a theory grounded from data in the field via multiple data generation periods	Study of a culture or social group in the natural environment of participants	In-depth long-term study of a single case or multiple cases
Main methods of data generation	Story collection via interviews and document analysis	Interviews and focus groups	Interviews and focus groups	Observations and interviews	Document analysis, archival records, interviews, and observations
Approaches to data analysis	Stories and historical content	Statements, meaning, essence description, themes and coding	Open coding, axial coding, selective coding, and conditional matrix	Detailed description of setting/group, analysis, and interpretation	Detailed description of setting/ individual, themes, and assertions
Approaches to data interpretation	Conceptual to form a detailed picture of a participants life	Themes categorised and described	Probability of concepts or a theoretical model	Themes categorised and described	Themes categorised and described

Exploring the facilitators and barriers towards the implementation of electronic prescribing, dispensing, and administration of medicines in hospitals in Ireland. PhD thesis. Diana-Hogan Murphy (2017)

Sample Size Recommendation

Research design/method	Minimum sample size suggestion
Research design[a]	
Correlational	64 participants for one-tailed hypotheses; 82 participants for two-tailed hypotheses (Onwuegbuzie et al., 2004)
Causal-comparative	51 participants per group for one-tailed hypotheses; 64 participants for two-tailed hypotheses (Onwuegbuzie et al., 2004)
Experimental	21 participants per group for one-tailed hypotheses (Onwuegbuzie et al., 2004)
Case study	3–5 participants (Creswell, 2002)
Phenomenological	≤ 10 interviews (Creswell, 1998); ≥ 6 (Morse, 1994)
Grounded theory	15–20 (Creswell, 2002); 20–30 (Creswell, 1998)
Ethnography	1 cultural group (Creswell, 2002); 30–50 interviews (Morse, 1994)
Ethological	100–200 units of observation (Morse, 1994)
Research method	
Focus group	6–9 participants (Krueger, 2000); 6–10 participants (Langford et al., 2002; Morgan, 1997); 6–12 participants (Johnson & Christensen, 2004); 6–12 participants (Bernard, 1995); 8–12 participants (Baumgartner et al., 2002)

[a]For correlational, causal-comparative and experimental research designs, the recommended sample sizes represent those needed to detect a medium (using Cohen's [1988] criteria), one-tailed statistically significant relationship or difference with 0.80 power at the 5% level of significance.

Pros and Cons of Qualitative Research

Pros
- Produces rich descriptive data
- Give participants 'voice'
- Can open new concepts and areas not anticipated

Cons
- Time consuming
- Subjective ?
- Can't be extrapolated/less generalizable
- Potential for bias

YOUR VOICE MATTERS

marie claire

WE DON'T HAVE MUCH TIME NETFLIX

The advantages and disadvantages of using qualitative and quantitative approaches and methods in language "testing and Assessment" Research: A Literature Review Md Shidur Rahman. Journal of Education and Learning; Vol. 6, No. 1; 2017

Qualitative Methods
- **Photovoice**
- **Interviews (and Focus group discussions)**

Seeing malaria through the eyes of affected communities: using photovoice to document local knowledge on zoonotic malaria causation and prevention practices among rural communities exposed to *Plasmodium knowlesi* malaria in Northern Borneo Island

Nurul Athirah Naserrudin, Pauline Pau Lin Yong, April Monroe, Richard Culleton, Sara Elizabeth Baumann, Shigeharu Sato, Rozita Hod, Mohammad Saffree Jeffree, Kamruddin Ahmed & Mohd Rohaizat Hassan ✉

'One factor a person could get malaria is a person might be unaware that he or she is being bitten by mosquitoe' (Female, 49 years old, Kg Paradason)

The project phases

Identification of problem — The research team identified the problem and formed the research questions

Identification of place — The research team engaged with the state health department to identify the study areas

Identification of participants — The research team established engagement with healthcare workers and community leaders in the study sites.

Photovoice workshops with participants

Introduction to photovoice

Documentation and narration — Participants adressed the study inquiries with photos and narratives

Analysis — Interpretation of findings led by the research team and confirmed by the participants

Dissemination of findings — Dissemation was done through conferences, newspapers, reports, academic articles, social media, and others

The One Health Approach to Addressing Zoonotic Malaria in Rural Northern Borneo: Challenges and Solutions

Authors: Nurul Athirah Naserrudin, April Monroe, Pauline Yaong Pau Lin, Sara Baumann, Richard Culleton, Shigeharu Sato, Rozita Hod, Mohammad Saffree Jeffree, Kamruddin Ahmed, Mohd Rohaizat Hassan | AUTHORS INFO & AFFILIATIONS

Dr Athirah showing the Photovoice to Rohaizat.

Positive early results on Malaria research

KUDAT: The usage of a new method known as "Photovoice" in medical research on Malaria in Kampung Lotung near here succeeded in obtaining positive early research results.

Head Researcher from the Medical Faculty of Universiti Kebangsaan Malaysia (UKM), Associate Professor Dr Mohd Rohaizat Hassan, said such results are unbiased ... re are new

Through their art, they bring new insights and perspectives which raise awareness of hidden or overlooked issues and aspects of the community.

Participants are asked to express their points of view or represent their communities by photographing scenes that highlight research themes.

Common research themes include community concerns, community assets,

with the use of various measures like mosquito nets, blood check, and spraying insect repellents inside the house.

He however assured that UMS is working hand-in-hand with the Ministry of Health to counter the problem.

The main researcher, Dr Nurul Athirah Naseruddin thanked all those involved in the project especially the local residents without whose help and cooperation it

Timeline of "phases of studies corresponding to the COVID-19 Movement Control in Malaysia"

Face to Face Data collection

Telephone Interview

Module Development

Post-intervention FGD (ZOOM)

Online REDCap

Phase 1

Phase 2

Cross-sectional Study (September to November 2020)

Qualitative Study (December 2020 to January 2021)

Feasibility Study (February to June 2021)

Recovery Movement Control Order (RMCO) and Start of CMCO

Control Movement Control Order (CMCO) and Movement Control Order (MCO)

Control Movement Control Order (RMCO) and Movement Control Order (MCO)

12

Cross-sectional study at KG Kubu Gajah, Selangor

Feasibility Study at Lembah Subang 1 and 2, Petaling District
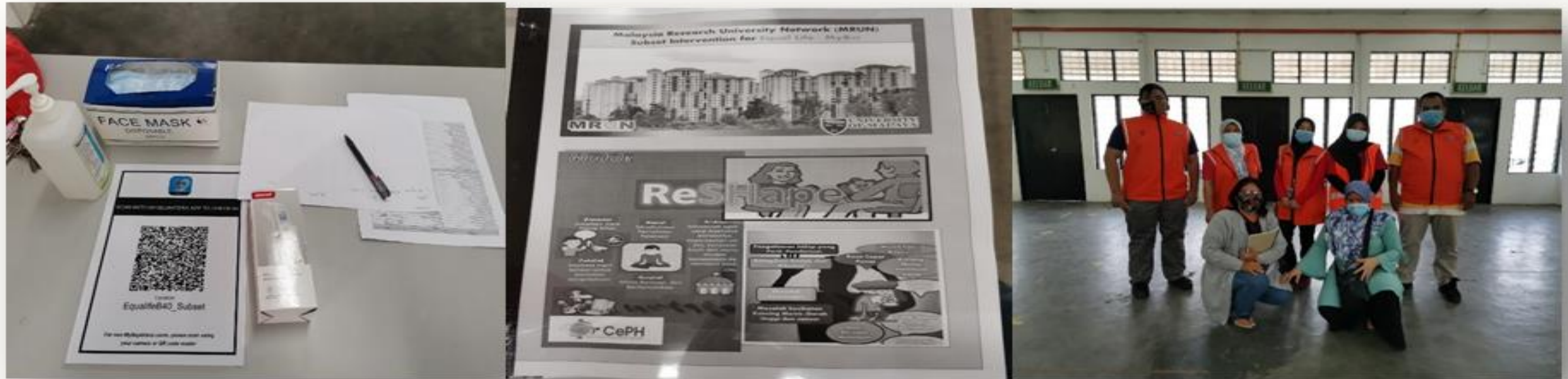
What is In-depth Interview (IDI)

The **in-depth interview (IDI)** is a technique in <u>Qualitative Research</u> designed to <u>elicit in depth</u> the participant's perspective.

Researcher motivated by the desire to learn everything from participant.

Face to Face or **Online** : One interviewer and one participants.

Posed Questions in Neutral → Listen Attentively on responses → Ask Follow up questions → Probe according to their responses
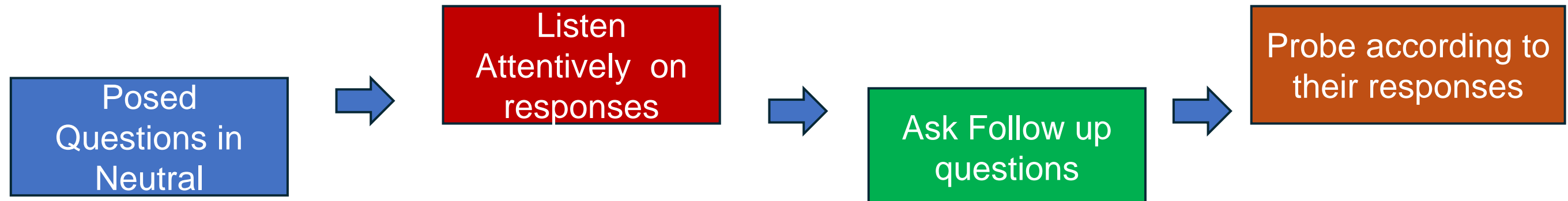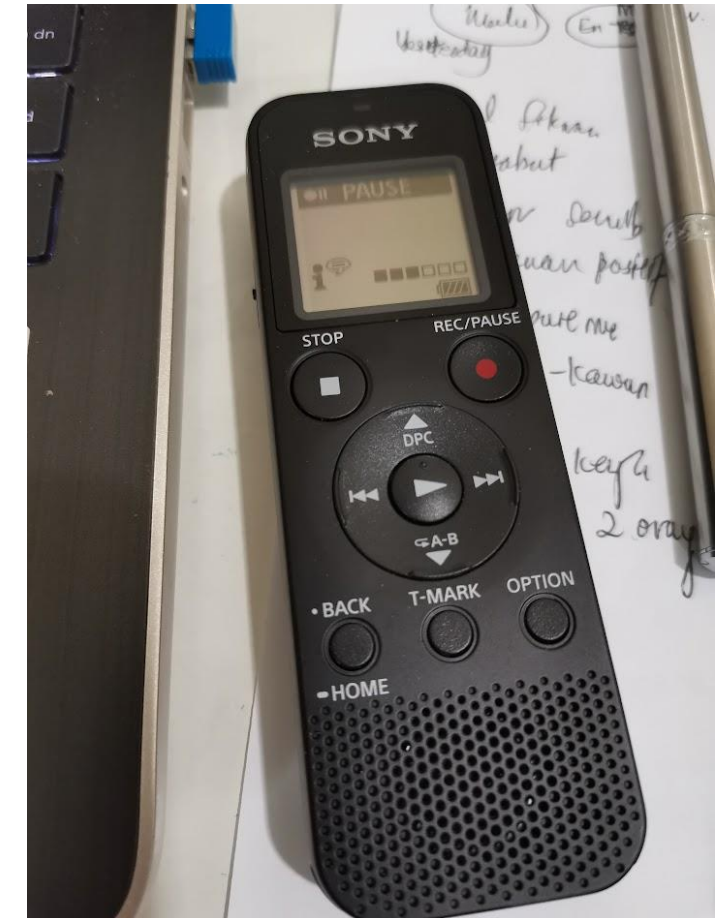
What is Focus Group Discussion (FGD) ?

- Is a qualitative data collection method in which **one or two researchers** and **several participants** meet as a group to discuss a given research topic.

- The **richness data** emerges from the **group dynamic** and from the **diversity** of the group.

- Lead by **moderators** and assists **by a few note takers**

- **Not suitable for study involved sensitive issues.**

- Total participants: **minimum 6** , but typically **8-12 persons**

Table 4. Strengths of in-depth interviews versus focus groups

	Appropriate for	Strength of method
Interviews	Eliciting individual experiences, opinions, feelings	Elicits in-depth responses, with nuances and contradictions
	Addressing sensitive topics	Gets at interpretive perspective, i.e., the connections and relationships a person sees between particular events, phenomena, and beliefs
Focus groups	Identifying group norms	Elicits information on a range of norms and opinions in a short time
	Eliciting opinions about group norms	Group dynamic stimulates conversation, reactions
	Discovering variety within a population	

Types of Data for IDI and FGD

In What Form of data does interview data take

Tape Recording

FGD : Moderator's note

Interviewer's note and note taker's note

How is data being used

Transcribed in word document then analysed in Excel or Software

Coding according to each questions or to the most salient themes

Free Codes, first and second layer coding then thematic analysis

While data is still being collected, researcher use , expanded interview notes

- During Interview: reminder for questions that they need to probe further
- Debriefing sessions
- During analysis : clarify and add contextual details to what participants have said

Q4: Give me the Differences between IDI and FGD

Steps and Process of conducting IDI and FGD

Steps and Process of conducting IDI and FGD

Pre-interview preparation

↓

During-Interview

↓

Post-Interview

Pre-interview preparation

Recruit interviewee according to the study criteria

Agreement prior to written consent and set an appointment

- Send them the information sheets earlier
- Timing

Confirm the interview setting.

- Ensure the interview takes place in a **comfortable environment**
- If online , ensure the interviewee find a proper place : environmental noises
- Local implications of male-female interactions.
- FGD : Ensure the place is suitable for the number of the participants

Preparation of Equipment

Test your equipment : is working and fully charged.

- ● *Face to Face*

- Good quality **Digital Voice Recorders**: Sony ICD 370/ICD-UX570 (Stereo Microphones, internal storage with built in USB)

- Other brand : Olympus VN-7200

- ● *Online*

- Zoom and Google meet.

- Help the participants to download app in their mobile.

Researcher's Preparation

- **Be familiar with research documents**: become thoroughly familiar with the informed consent documents.

- **Familiar with the interview guide**.
  - Need not search through the interview guide
  - Spontaneous to come out with the follow up questions.

- **Practice interviewing**.
  - Piloting in similar population with inform consent
  - Friends and family members

- **Practice using the equipment.**

During-Interview

1 Using a checklist, verify that you have all the equipment.

2 If the instruments and consent forms exist in more than one language, be sure you have the appropriate ones for that participant.
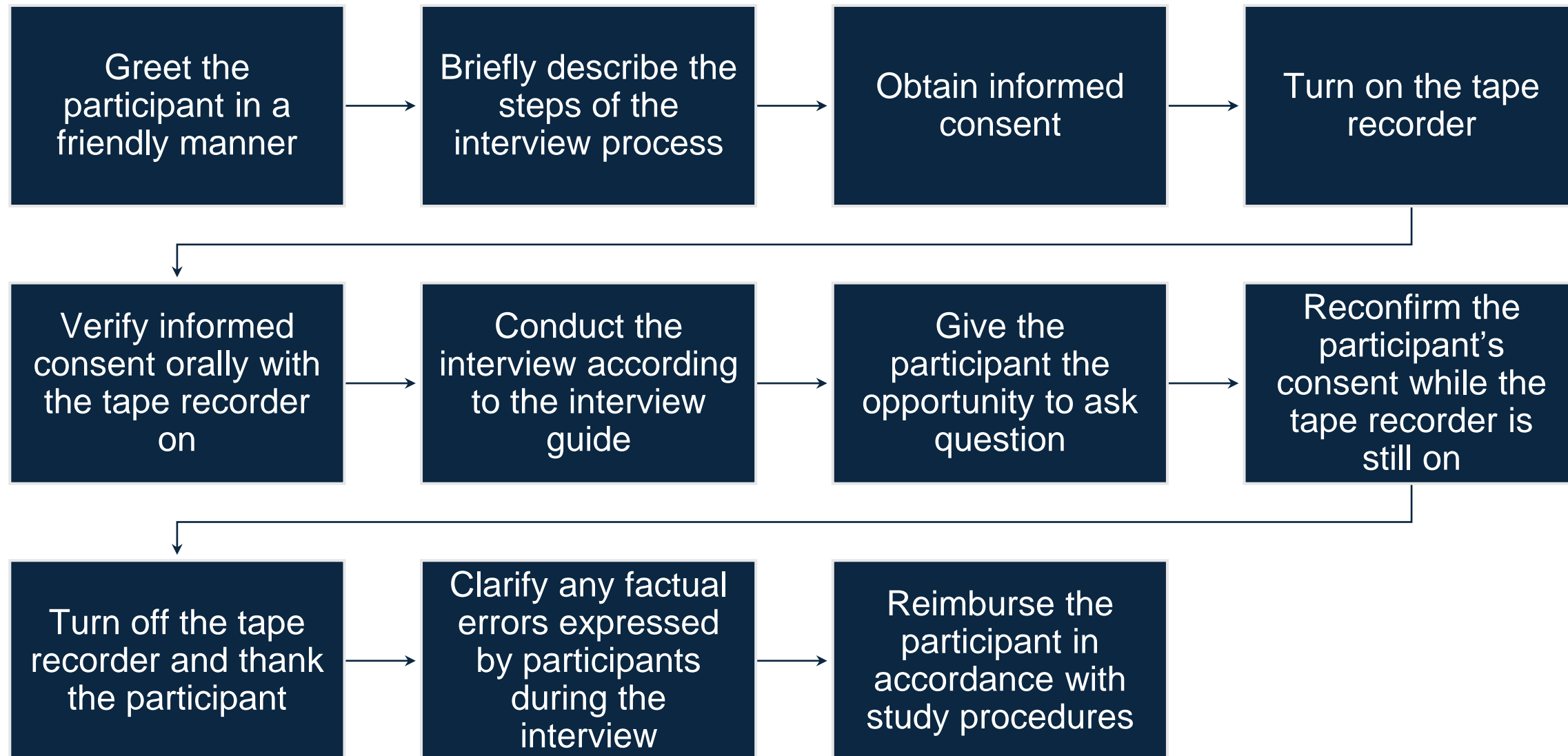
3 Label all data documentation materials with an Research ID number,notebooks, and question guides.

4 Arrive early at the interview site to set up equipment and decide on the arrangement for interviewees (FGD)

Conduct Interview

Conduct Interview

Greet the participant in a friendly manner → Briefly describe the steps of the interview process → Obtain informed consent → Turn on the tape recorder

Verify informed consent orally with the tape recorder on → Conduct the interview according to the interview guide → Give the participant the opportunity to ask question → Reconfirm the participant's consent while the tape recorder is still on

Turn off the tape recorder and thank the participant → Clarify any factual errors expressed by participants during the interview → Reimburse the participant in accordance with study procedures

How should I present myself to participants?

1 Establish rapport. First impression is always important.

2 Appropriate for the specific culture and setting

3 Show respect for the participant.

4 Reduce distraction.

Briefing on the Study

- Informed consent is required before the interview begins.
  - Verbally recorded or written consent
- ensure that participants understand
  - It is not obligations
  - They can refrain from answering any questions
- Explain how will the IDI or FDG data will be used and who will have access to it.

10 TYPES OF PARTICIPANTS IN FOCUS GROUP DISCUSSION

The Rusher
One eye on the clock, always trying to hurry things along and get the discussion over with.

The Poser
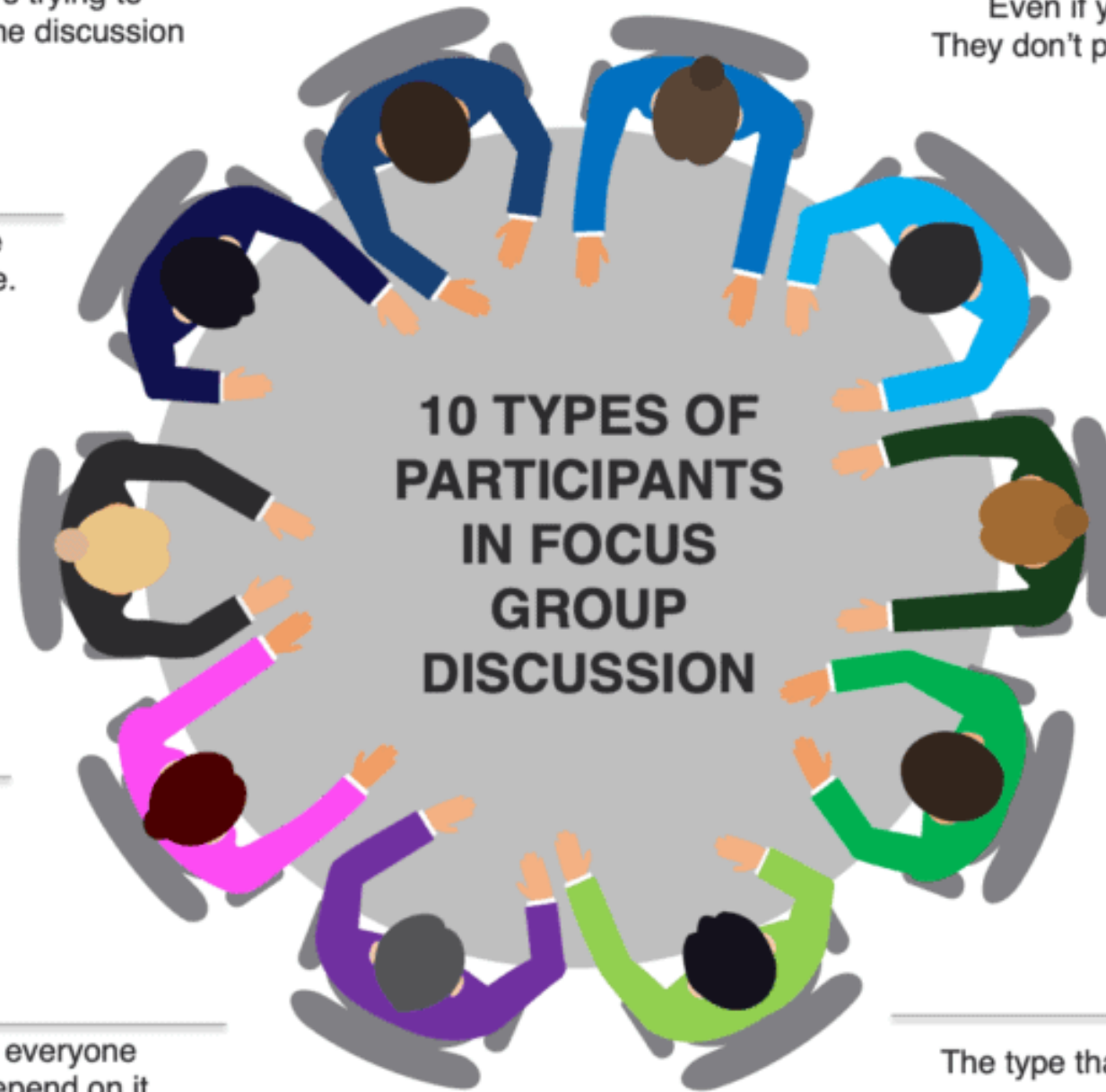Totally fake, only joining to get the incentive. Speaks fluent nonsense.

The Dominant
They don't know when to keep their mouths shut and full of themselves.

The Sheep
A follower. They sway where the wind blows. No originality and own opinion.

The Comedian
Always trying to make everyone laugh like their lives depend on it.

The Mannequin
Even if you punch them, they wouldn't notice. They don't participate and are highly disengaged.

The Active Thinker
Follows the discussion, highly engaged and participative.

The Silent Thinker
The type that listens actively and think before they talk. Introvert version of the active thinker

The Aggressor
A man with a fork in a world of soup . Very negative, can be kill-joys and bullies.

The Therapy Seeker
The type that uses focus groups as therapy for their personal crises.

Set Ground Rules for FGD

- Ask participants not to disclose nor discuss details of the content of the discussion after completed FGD.

- Ask participants to respect other group members by not divulging what any participant says

- Emphasize on non-disclosure from the researchers.

- Ask that participants speak one at a time.

- Ask participants to treat one another with respect.

- All participants need to feel free to express their opinions.

Sketch of the arrangement of the Participants During FGD

- Moderators (Lead), Assisted by the Note-taker.
- Anonymous : Given Name Tag P1 to ….
- Note taker will sketch the siting of the participants in the room
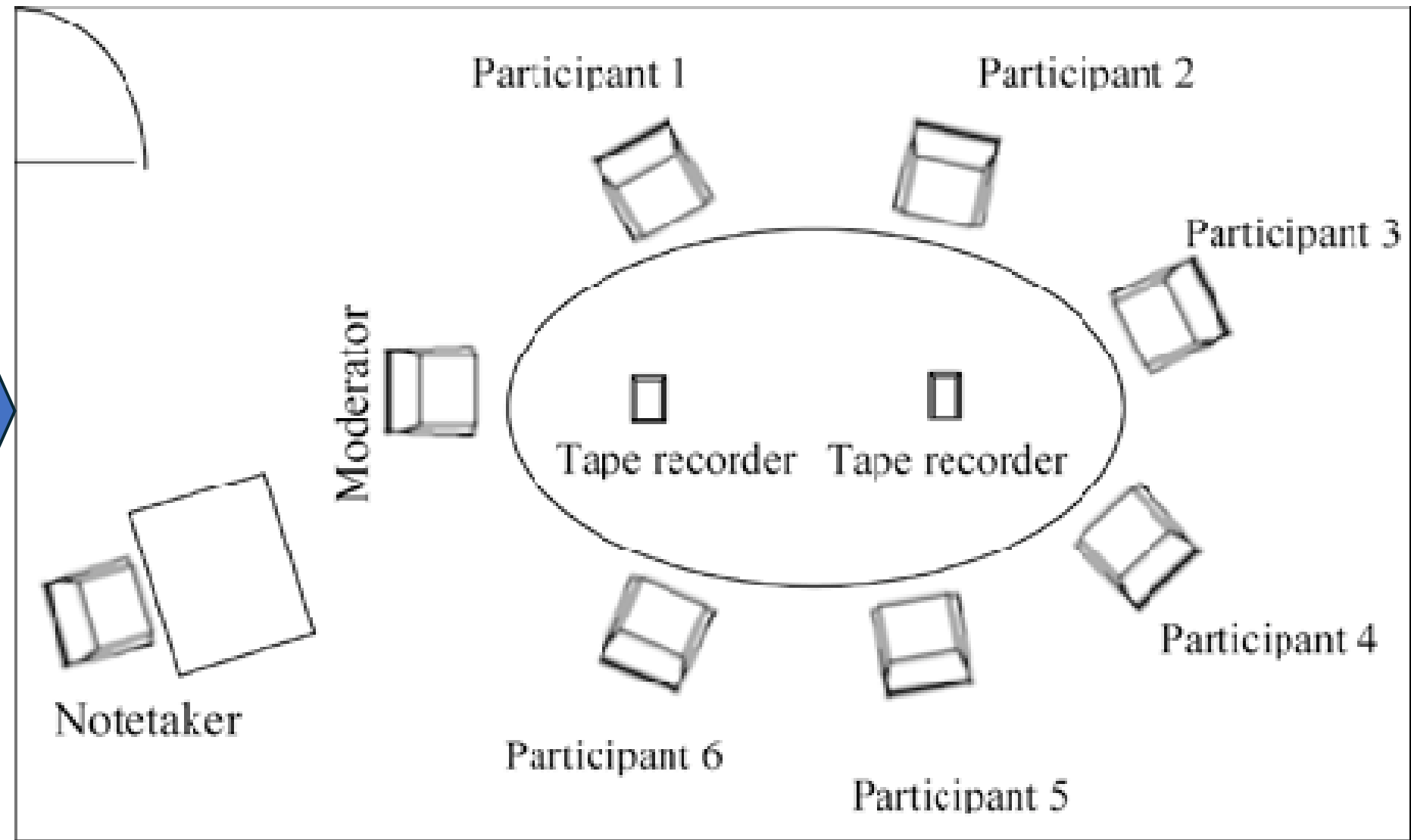
Conducting Effective Qualitative Interviews: Dos and Don'ts

Dos	Don'ts
Establish rapport	Interrupt or steer the conversation
Listen attentively	Lead with your own opinions
Ask open-ended questions	Judge or criticize the participant

McGrath, C., Palmgren, P. J., & Liljedahl, M. (2018). Twelve tips for conducting qualitative research interviews. *Medical Teacher*, *41*(9), 1002–1006.

Effective Questioning

Avoid asking closed-ended questions

● Yes/no question

    - Awak dah makan ke belum ?

    - Adakah anda rasa murung ?

● Apakah perasaan anda hari ini?

" saya rasa tak happy , sebab saya baru je hilang pekerjaan. Mak saya baru diagnose cancer …saya tak tahan lagi …"

Effective Questioning

- No leading questions

  Example:

  "Do you think people in the school community don't talk about sex and condoms because they might be stigmatized and seen as promiscuous?"
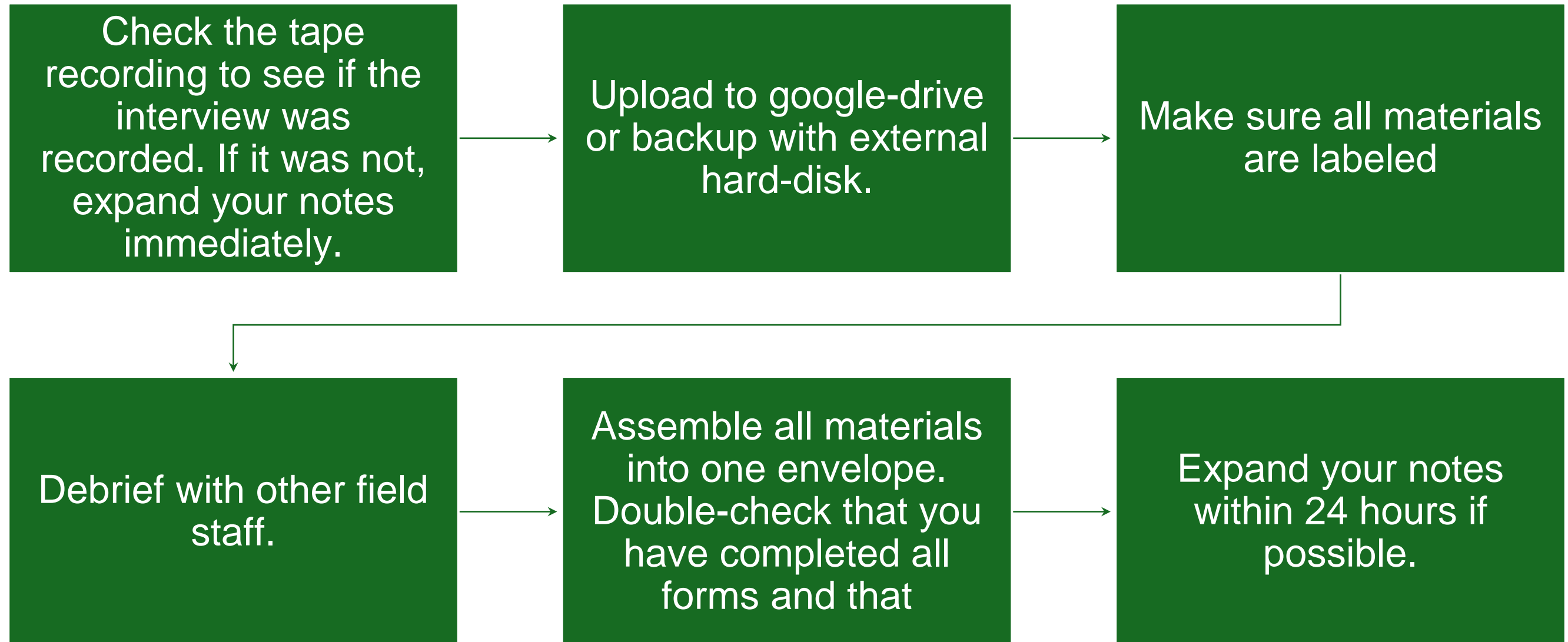
  "What do you think stops people in the school community from talking about sex and condoms?"
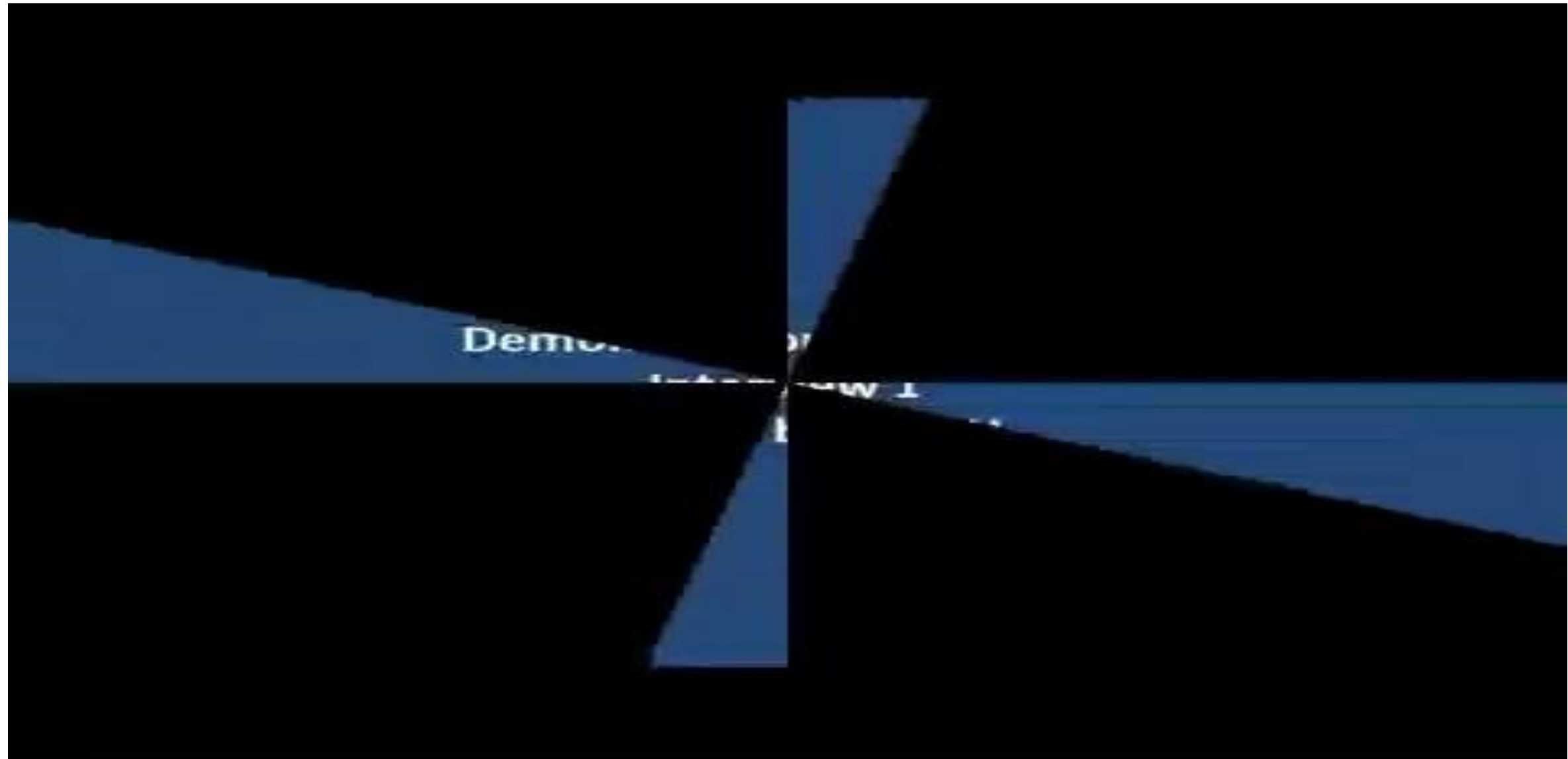
Contoh:

" Anda berpendapat bahawa masalah kemurungan adalah disebabkan oleh masalah kewangan?"

"Bolehkah puan ceritakan faktor penyebab utama terjadinya kemurungan?"

Post-Interview

Check the tape recording to see if the interview was recorded. If it was not, expand your notes immediately.

Upload to google-drive or backup with external hard-disk.

Make sure all materials are labeled

Debrief with other field staff.

Assemble all materials into one envelope. Double-check that you have completed all forms and that

Expand your notes within 24 hours if possible.

.Based on the video you watched, can you identify any aspects that you found inappropriate

- Q5: Please give examples of effective questioning.

Roleplay: Doing interview? Let's try!

What is the challenge to provide efficient healthcare in your setting?

Call to action

1. Use qualitative research to **better understand patient** needs and provide more personalized care

2. Identify **social and cultural factors** affecting health to address disparities in healthcare.

3. Analyze **processes and interactions** to make healthcare delivery more efficient and effective.

4. Use **qualitative insights** to inform policies and practices that reflect real-world healthcare challenges.

Conclusion

1. Qualitative research is a powerful for understanding the **deeper aspects of healthcare**

2. Qual **see beyond the numbers**, informing the development of interventions and policies that better address patient needs, workplace challenges, and health disparities

3. Researchers must carefully **consider the limitations and challenges** associated with qualitative research.
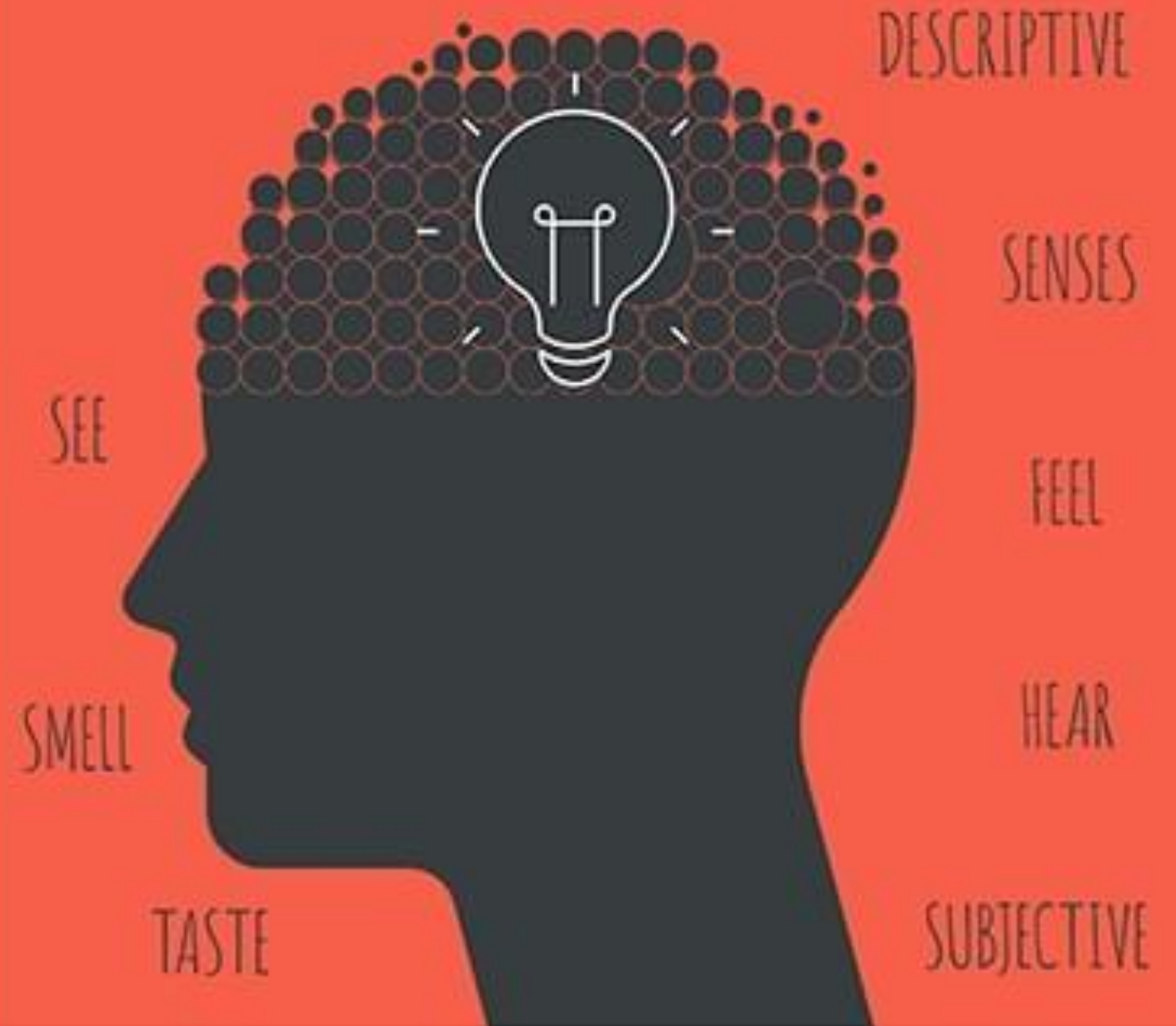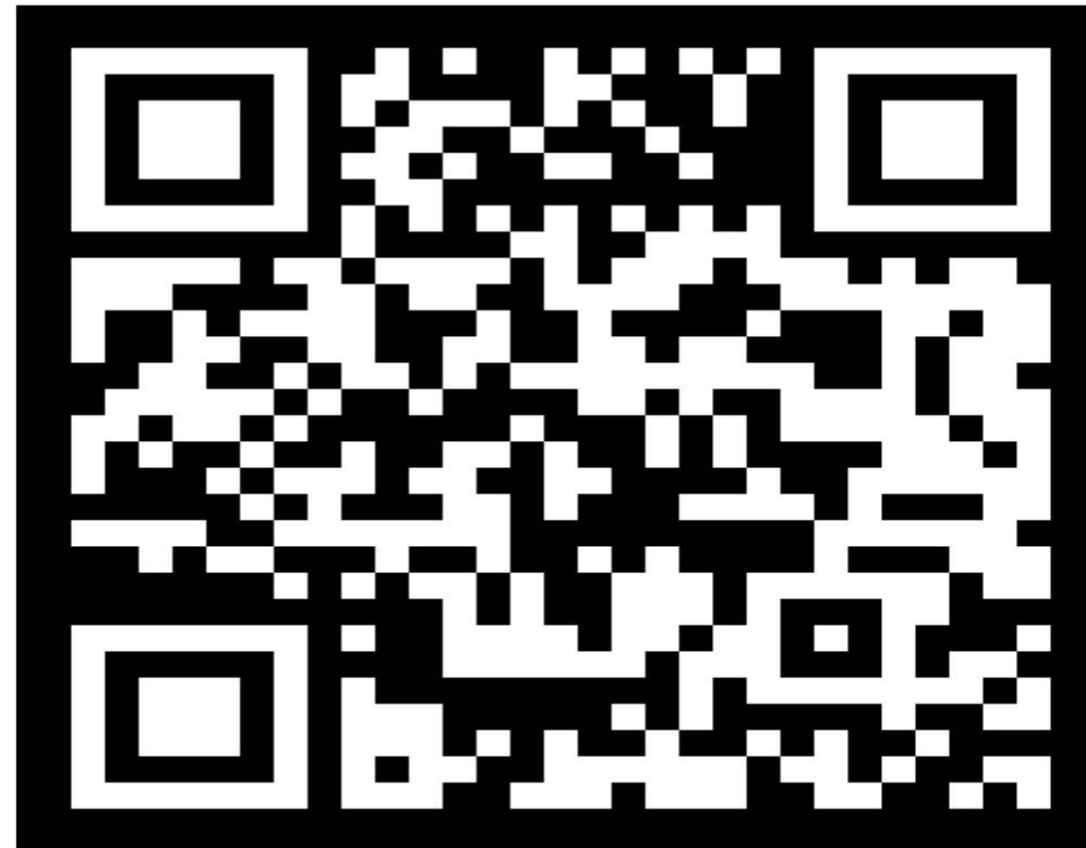
Thank you

Any question?

Contact :
- Dr Nurul Athirah Naserrudin
  nurulathirah.n@moh.gov.my
- Dr Esther Wong Min Fui

dr.estherwong@moh.gov.my

BORANG PENILAIAN SIMPOSIUM

SILA IMBAS KOD QR UNTUK BORANG PENILAIAN SIMPOSIUM