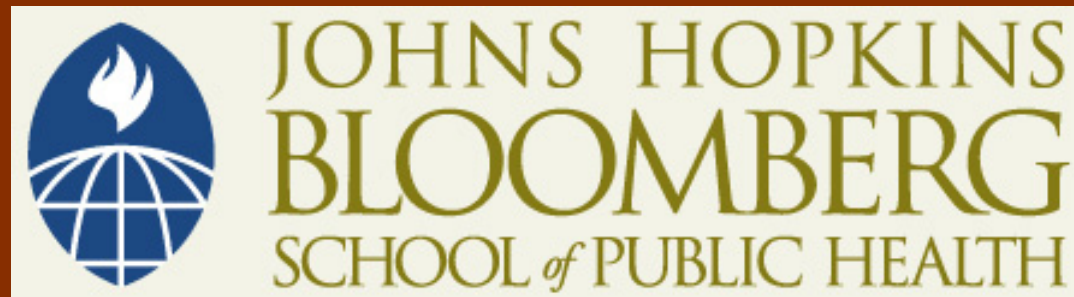


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## Qualitative Methods: An Introduction

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# Session Objectives

- Be able to ...
  - Differentiate between the uses of qualitative and quantitative research methods
  - Describe different qualitative methods and consider strengths and weaknesses of each
  - Consider which methods to use in your own research proposals



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## Section A

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Introduction to Qualitative Methods

# Qualitative vs. Quantitative

## ■ Qualitative data

- Participatory
- Hypothesis generating
- Ideas/phrases
- Dynamic
- More depth
- Small

## ■ Quantitative data

- Investigator driven
- Hypothesis testing
- Counts/frequencies
- Static
- More breadth
- Large

# Qualitative vs. Quantitative

- |                         |                       |
|-------------------------|-----------------------|
| ■ Qualitative data      | ■ Quantitative data   |
| — Participatory         | — Investigator driven |
| — Hypothesis generating | — Hypothesis testing  |
| — Ideas/phrases         | — Counts/frequencies  |
| — Dynamic               | — Static              |
| — More depth            | — More breadth        |
| — Small                 | — Large               |

# How Qualitative Data Can Be Used

- To understand the local situation from the local perspective

# How Qualitative Data Can Be Used

- To understand the local situation from the local perspective
- To communicate accurately
- To inform quantitative research
- To assist in planning interventions



# When to Use Qualitative Methods

- When we don't know the questions to ask
- To learn about the local context and local perceptions
- To gain acceptance and participation of local population