

Peer Engagement and Evaluation Project

Training: Research 101 *revisited*



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An agency of the Provincial Health Services Authority

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Things to keep in mind

- The goal of this session is to review the *method* of what we are doing
- If you have questions – ask
- This is supposed to make things more clear, not more confusing

But first... What *is* research again?

- Think back to what you have heard or learned about research in the past: what comes to mind?
- “Research” is a word that is used to discuss a lot of different things: clinical, scholarly, marketing, others?
- A range of examples:
 - Researching a new drug
 - Looking up something in the library
 - Asking customers what they think about a new product
 - Googling something you overheard at a coffee shop

What is Research?

- Essentially – we have a question about something and we're going to investigate...
- What is the research question we are investigating?

Research types

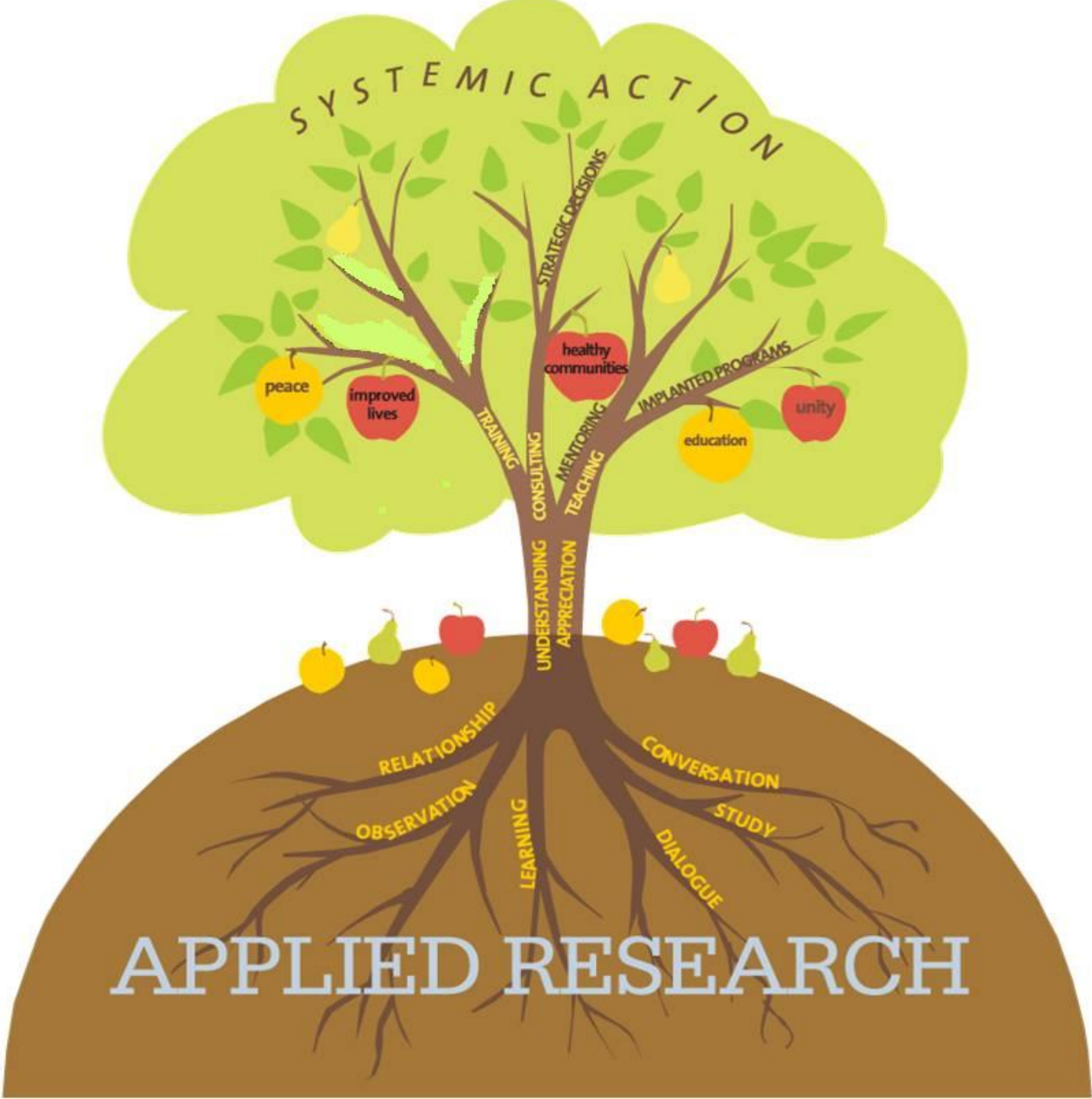
Basic research

- Research designed to advance knowledge

Applied research

- Research designed to offer practical solutions

→ Which do you think our research is?



Two kinds of data



Quantitative



• Qualitative

Two kinds of research

Quantitative	Qualitative
“Numbers”	“Experiences” or text
Data ‘condensers’	Data ‘enhancers’
Deductive	Inductive
Close-ended	Open-ended
Often formalized	Often informalized
Attempts to be ‘replicable’	Not always replicable or generalizable
Many observations	Fewer, rich observations
Research plan is stable	Research plan is flexible
Highly structured	Fluid depending on data

Qualitative research

- “an umbrella term for... discovering **how human beings understand experience, interpret, and produce the social world**”
 - (Sandelowski (2004) in Hammersly, M. (2013) *What is qualitative research?*)
- One way of understanding this more deeply is to think about **stories** (rather than numbers)
- Every person has a different story, experience, or way of seeing the world
- Do you think there is such thing as a right story? Or a better story? Maybe a closer story?

Stories and qualitative research

- Qualitative research acknowledges that there are many **experiences** and **stories**
- Qualitative research tries to identify moments of **sameness** or **difference** in those stories
 - Themes and codes!
- Qualitative research always keeps a focus on **context**
- With all of this in mind, we can begin to see knowledge as **co-constructed**
 - Not one story, but many that come together!

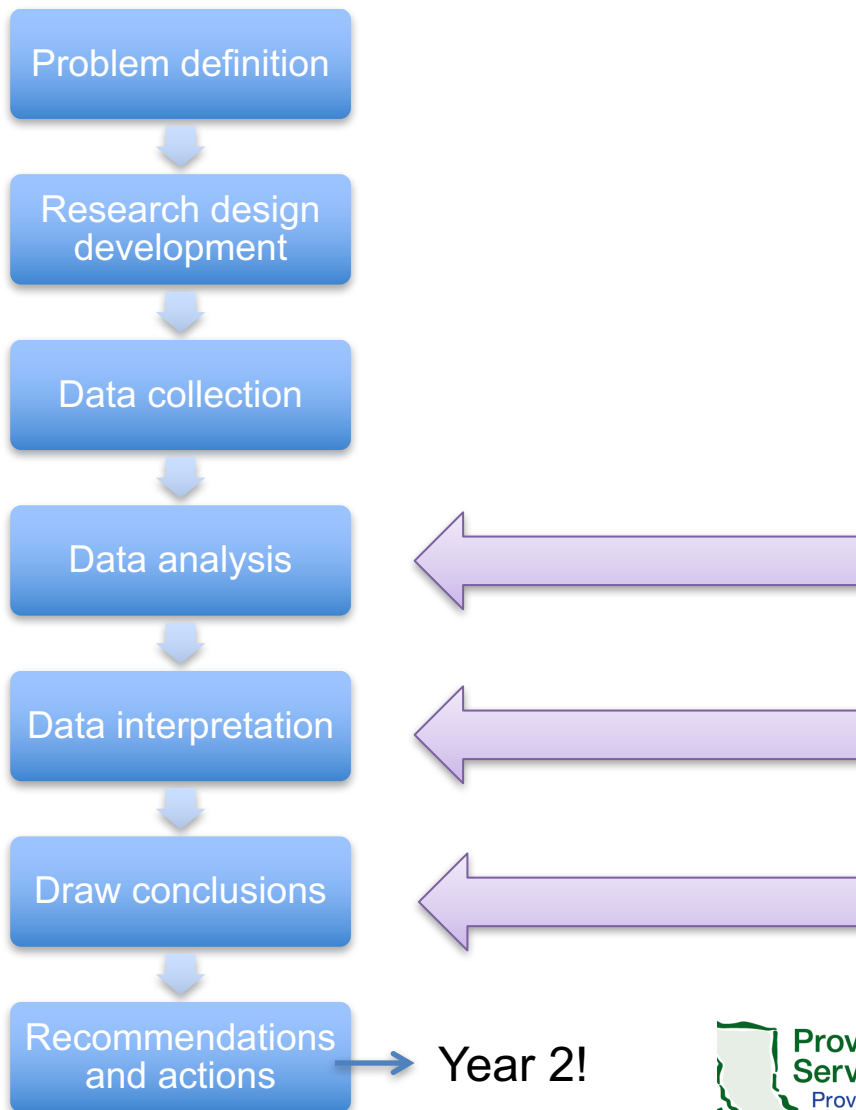
Focus groups

- What are focus groups?
- Were the focus groups what you expected?
- Were they different than other focus groups you have been in?
- Do you see any benefit to us doing focus groups rather than surveys?

What happened to all those tape recordings?

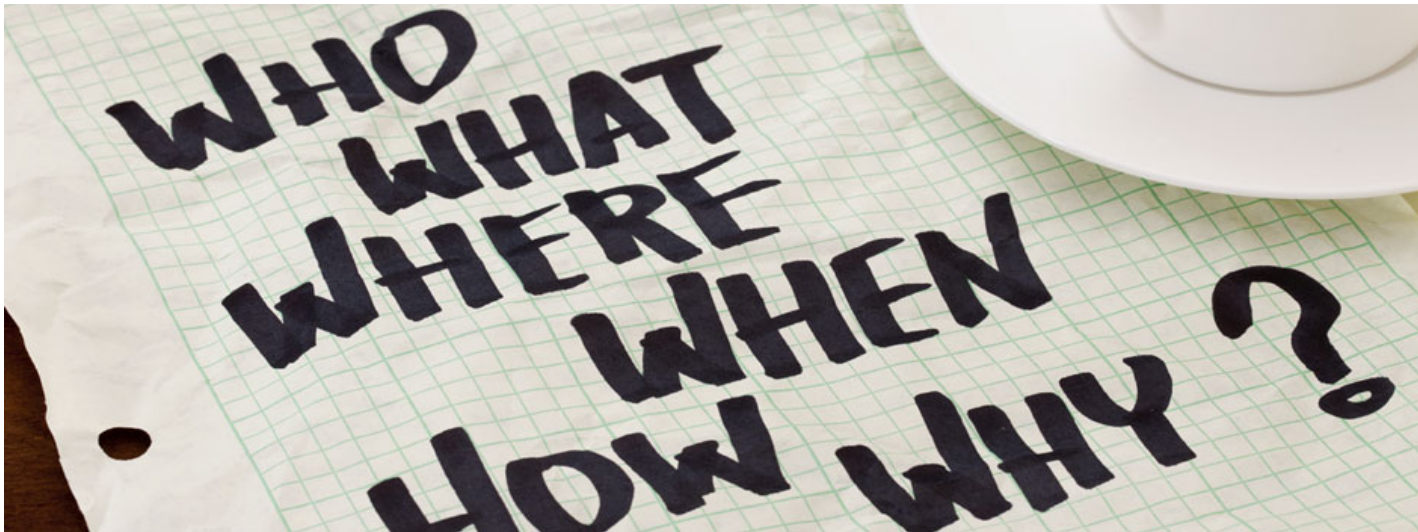
- Focus groups were recorded and then written out word-by-word by a transcription service
- These words (aka “data”) were then put into NVIVO to be coded
- Coding for themes in the stories: Peers by hand and in NVIVO by our analyst

Now what? The Research Process



Summary: the purpose of research

Research gives us the **who, what, where, when, how, and why** of something we are interested in. In applied research, we ask these questions to create meaningful change.



→ What are the who, what, where, when, how, and why in PEEP?

Data analysis

What has been the process so far?

- Transcribed tapes
- Entered into NVIVO
- Coded in NVIVO
- Discussion/read through for emerging themes
- Selection of quotes

What did we hear?

Emerging themes:

- Societal readiness
- Access to HR services
- Trust / stigma
- Peer community

Activity – up next

Break into groups

1. Review summary sheets
2. Ask: Is this accurate? What you heard? Is there anything you didn't hear/see?
3. Ask: What have we learned? What do we want to say?
4. Go to quotes and select those that summarize what we learned
5. Report back to group
6. Begin to brainstorm 3 priorities we would like to address on what we heard. The *how we address* them comes the next day. Yay!

Up next: What do *we do* with this
information?