

Handout #3: Additional Qualitative Methods

Possible Additional Qualitative Methods

From *Health Education Evaluation and Measurement*, pp. 227–233.

In-Depth Interviewing: This can vary from brief, casual conversation to formal and lengthy interviews. It requires good interview skills, well-phrased questions, or a good knowledge of the subject's culture or frame of reference. Otherwise the interview may result in little data being obtained. One must also assume that those interviewed are truthful in their responses.

Key Informant or Elite Interviewing: These are interviews with certain people who are most often influential, prominent, and well-informed members of a community. The social, political, financial, or management position of these people may give program planners access to information they may not get any other way. The researcher may need a strong sponsor, special references, or other help to make contact with elite individuals.

Case Studies: A case study looks at a social unit. It could be a person, a family, or household, a workplace setting, a community, or any other kind of institution. The investigator may use in-depth interviewing, observation, records, or reports. Information from a single case may not be useful to other settings or times. However it may allow the researcher to understand how the relationships work in the social unit and other factors that will lead to how well a program performs.

Historical Analysis: This is an account of events that occurred in the past. It may include a report on the impact that those events have on current attitudes, values, and practices. Historical data may come from many sources. Some of these are records, reports, newspapers, diaries and memoirs, archives, folklore, fiction, songs, and art.