Qualitative Research Methods

* **Individual In-Depth Interviews (IDIs):** conversational interactions to understand respondent’s perspectives, experiences, and insight on a particular topic.
* **Ethnography:** investigates behavior through real-world observation.
* **Case Studies:** descriptions of attitudes, behaviors, and perspectives of specific communities or populations, drawn from observation and historical information.
* **Focus Groups:** structured discussions of specific topics to understand multiple perspectives, insights, and experiences.
* **Environmental and Media Scans:** systematic data gathering to understand the larger environment and context of the study; systematic review of media treatment of a particular topic of interest.
* **Observational Data Collection and Analysis:** usually rapid assessment of behavior or environmental factors.
* **Cognitive Interviews:** testing instruments or forms with individuals before they are used with a larger group of people to determine if they are understandable and elicit the type of information desired.