Title: Qualitative Research Methods: Action Research, Case Study Research, and Ethnographic Research

**Introduction**

* Title: Qualitative Research Methods: Action Research, Case Study Research, and Ethnographic Research
* Briefly introduce the purpose of the presentation and the three qualitative research methods that will be discussed.

Note: Each slide should contain concise bullet points or brief sentences to support your oral presentation. Avoid overwhelming the slides with excessive text. The presentation should be engaging, well-structured, and visually appealing.

<https://www.bmj.com/content/bmj/332/7544/762.full.pdf>

**Action Research**

* Definition: Action research is a participatory and collaborative approach to research that aims to solve real-world problems through cycles of inquiry, reflection, and action. It involves active involvement and engagement of participants in the research process.

Action Research Example:

The research article titled "Widening Access to Medical School: Insights from a Summer School for Non-traditional Pupils" focuses on addressing the issue of low application rates and high dropout rates among non-traditional pupils in relation to accessing medical school. The article aims to explore the feasibility and impact of a summer school program designed to provide enrichment and support to non-traditional pupils interested in pursuing a medical career.

Participants: The study involved 40 non-traditional pupils, aged 15-16, who were aspiring to pursue medicine. Additionally, 40 parents, 23 guest tutors, 14 school contacts, and several core staff members were involved in the research.

Material: The research utilized semistructured questionnaires for guest tutors and key contact teachers. Evaluation forms were distributed to participants, and the field notes, focus group transcripts, and free text responses on evaluation forms were analyzed using a thematic approach for qualitative data analysis.

Procedure: The study employed a summer school program as the intervention. The program spanned over a week and included various activities and sessions aimed at enhancing the participants' knowledge, skills, and confidence. The participants' experiences and outcomes were evaluated through questionnaires, focus groups, and analysis of evaluation forms.

Justification for the Research Method: The chosen research method, combining qualitative data analysis and feedback questionnaires, is suitable for the research context of evaluating the effectiveness of a summer school program for non-traditional pupils. This method allows for an in-depth exploration of the participants' experiences, perceptions, and outcomes, providing rich qualitative data. The use of questionnaires and evaluation forms allows for structured feedback, providing quantitative and qualitative insights into the participants' views and satisfaction with the program. The combination of these research methods facilitates a comprehensive understanding of the feasibility and impact of the summer school program, enabling researchers to identify critical success factors and areas for improvement.

Overall, the research article provides valuable insights into the effectiveness of a summer school program in widening access to medical school for non-traditional pupils. The chosen research method allows for a detailed examination of the participants' experiences, perceptions, and outcomes, providing a comprehensive evaluation of the program's feasibility and impact.

Pros of Action Research:

* Active participation of participants leads to increased engagement and ownership of the research process.
* Real-world applicability and potential for immediate impact on practice.
* Collaborative nature fosters learning communities and professional development.

Cons of Action Research:

* Reliance on participants' willingness and availability for active involvement.
* Limited generalizability due to the specific context and focus of the research.
* Potential challenges in maintaining objectivity and ensuring the rigor of the research process.

**Case Study Research**

* Definition: Case study research involves an in-depth and holistic investigation of a particular case or phenomenon within its real-life context. It focuses on understanding complex social phenomena, individual experiences, or organizational processes.

Case Study Research Example:

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Pros of Case Study Research:

* Rich and detailed data collection allows for a deep understanding of complex phenomena.
* Contextualized analysis provides insights into the interplay between various factors.
* Suitable for studying rare or unique cases where quantitative methods may be insufficient.

Cons of Case Study Research:

* Limited generalizability due to the focus on a specific case or context.
* Potential bias in data collection and interpretation.
* Time-consuming and resource-intensive nature of conducting thorough case studies.

**Ethnographic Research** -- <https://www.bmj.com/content/bmj/334/7608/1357.full.pdf>

* Definition: Ethnographic research involves immersing oneself in a particular culture or social group to understand their behaviors, beliefs, and practices. It emphasizes participant observation, interviews, and the exploration of the social context.

Ethnographic Research Example:

Title: "Impact of Financial Incentives on Clinical Autonomy and Internal Motivation in Primary Care: Ethnographic Study"

Summary: The ethnographic study titled "Impact of Financial Incentives on Clinical Autonomy and Internal Motivation in Primary Care" investigates the effects of financial incentives on the level of clinical autonomy and internal motivation among healthcare professionals in primary care settings. The research aims to explore the complex interplay between financial incentives, professional autonomy, and intrinsic motivation within the context of healthcare delivery.

Context of the Research: The study is conducted against the backdrop of ongoing debates and discussions surrounding the use of financial incentives to drive performance and improve healthcare outcomes. Primary care settings, in particular, have been increasingly subjected to various incentive programs aimed at achieving specific targets or objectives. This research seeks to provide an in-depth understanding of the impact of financial incentives on clinical autonomy and the intrinsic motivation of healthcare professionals in such settings.

Research Method: The study adopts an ethnographic approach to gain a holistic understanding of the experiences and perspectives of healthcare professionals in primary care. Ethnography involves qualitative methods of data collection, including participant observation, interviews, and document analysis, to capture the nuanced social and cultural aspects of the research context.

1. Participants: The research involves a diverse sample of healthcare professionals, including primary care physicians, nurses, and administrative staff. Participants are selected through purposive sampling, ensuring representation from various primary care clinics within the target region.
2. Material: The study utilizes multiple data sources, including field notes from participant observation, semi-structured interviews with healthcare professionals, relevant documents such as policy guidelines or incentive program documentation, and any other artifacts or materials that shed light on the research topic.
3. Procedure: The ethnographic study follows a comprehensive procedure: a. Participant Observation: Researchers spend an extended period within the primary care clinics, observing daily activities, interactions, and the overall work environment. Detailed field notes are taken to capture the contextual nuances and dynamics related to clinical autonomy and motivation. b. Interviews: Semi-structured interviews are conducted with healthcare professionals to explore their perceptions, experiences, and attitudes towards financial incentives, clinical autonomy, and intrinsic motivation. These interviews provide deeper insights into the individual and collective perspectives of the participants. c. Document Analysis: Relevant documents related to incentive programs, guidelines, or organizational policies are analyzed to understand the context and implementation of financial incentives in primary care. d. Data Analysis: The collected data is thematically analyzed to identify key patterns, themes, and narratives that emerge regarding the impact of financial incentives on clinical autonomy and intrinsic motivation. The analysis involves coding, categorizing, and interpreting the qualitative data.

Justification of Research Method: An ethnographic approach is suitable for this research as it allows for an in-depth exploration of the lived experiences, social dynamics, and cultural influences surrounding the use of financial incentives in primary care. By immersing themselves in the research context, researchers can capture rich and contextual data that helps uncover the complexities of the relationship between financial incentives, clinical autonomy, and internal motivation. Ethnography provides a comprehensive understanding of the phenomenon under investigation, enabling the researchers to identify and analyze the multifaceted factors that influence healthcare professionals' behaviors and attitudes in response to financial incentives.

Pros of Ethnographic Research:

* In-depth understanding of cultural nuances and social processes.
* Naturalistic observation provides rich and authentic data.
* Allows for the exploration of complex social phenomena within their natural context.

Cons of Ethnographic Research:

* Time-consuming and requires a significant investment of resources.
* Potential researcher bias or subjectivity in interpreting cultural practices.
* Limited generalizability beyond the specific cultural context studied.

Note: Ensure to provide concise and clear explanations of each research method, focusing on their key characteristics and distinguishing features.

Unique Characteristics and Applications:

* Action Research: Its unique characteristic is the active involvement of participants, making it suitable for situations where stakeholders play a vital role in addressing practical issues. It is often applied in education, organizational development, and community-based projects.
* Case Study Research: Its unique characteristic is the in-depth analysis of a particular case or phenomenon, allowing for a comprehensive understanding of complex contexts. It is commonly used in social sciences, psychology, and business research to explore specific cases or organizational processes.
* Ethnographic Research: Its unique characteristic is the immersive study of a culture or social group, providing an in-depth understanding of social practices and behaviors. It is widely employed in anthropology, sociology, and cultural studies to investigate communities, subcultures, or specific social contexts.

Similarities and Differences:

* Similarities: All three methods are qualitative in nature, involving a detailed examination of social phenomena. They emphasize contextual understanding, provide rich data through observation and interviews, and allow for a deep exploration of complex issues.
* Differences: Action research is characterized by its focus on solving practical problems through collaboration, while case study research emphasizes in-depth analysis of specific cases or phenomena. Ethnographic research, on the other hand, immerses the researcher in a specific culture or social group to gain an understanding of their practices and behaviors.
* Action research and case study research often involve a narrower focus, while ethnographic research takes a broader cultural perspective. Action research is more action-oriented, case study research is more context-specific, and ethnographic research is more immersed in the culture or social group.

Conclusion

Summary:

* In this presentation, we explored three qualitative research methods: Action Research, Case Study Research, and Ethnographic Research.
* We discussed the definitions, provided examples of research articles for each method, and highlighted the pros and cons.
* Action research emphasizes collaboration and problem-solving, case study research focuses on in-depth analysis of specific cases, and ethnographic research immerses in a culture or social group.
* Each method has unique characteristics, applications, and considerations regarding generalizability and rigor.

Importance of Understanding and Selecting the Appropriate Method:

* Selecting the right qualitative research method is crucial for conducting effective and meaningful research.
* Understanding the characteristics, strengths, and limitations of each method helps researchers align their choice with the research context and objectives.
* Considering factors such as research questions, available resources, participant involvement, and desired level of contextual understanding ensures the method's appropriateness.

Thank You:

* Thank you for your attention and participation in this presentation on qualitative research methods.
* We hope that this overview has provided you with valuable insights into Action Research, Case Study Research, and Ethnographic Research.
* If you have any questions or would like further discussions, please feel free to reach out.