

## *2007 National Injury & Violence Prevention Research Conference*

**Wednesday, October 10, 2007  
9:30 a.m. – 10:30 a.m. (ET)**

**Shannon Frattaroli, PhD, MPH**

**Assistant Professor  
Health and Policy Management  
Johns Hopkins School of Public Health**

**Warning ~ Do Not Attempt to Count these Data:  
Using Qualitative Methods in Injury Prevention  
Research**



***Warning: Do Not Attempt to Count  
these Data***

*Using Qualitative Methods in Injury Research*

2007 National Injury & Violence  
Prevention Research Conference

Shannon Frattaroli, PhD, MPH

October 10, 2007



# *Introduction*

- Overview
  - Brief introduction to Qualitative Research Methods (QRM)
  - Review examples from the published literature
  - Discuss possible applications of QRM to injury research
  - Consider an innovative QRM method and its application to injury research
  - Share QRM resources

# *Objectives*

- Understand the role of qualitative methods in injury prevention research.
- Discern whether a research topic is well-suited to qualitative inquiry.
- Describe different types of qualitative data and various approaches to qualitative research.
- Increase interest in and appreciation for qualitative methods in injury prevention research.

# *The Need for QRM in Injury Research: Three Challenges*

- Something we need to more fully embrace:  
*inspired, impact-oriented roots*
- Something we need to leave behind:  
*education/behavior vs. environment*
- Something we need to keep in mind:  
*injuries are more alike than they are different*

# *Qualitative Research Methods*

- What is Qualitative Research?
- Sources of Data
  - Spoken words (interviews, focus groups)
  - Recorded observations (field notes)
  - Written words (documents, media)

# *Qualitative Research Methods*

- Characteristics of the Data and the Method
  - Nature of the data
  - Emic perspective
  - Inductive process
  - Flexible and dynamic
  - Close relationship between researcher & subject
  - Emphasis on comprehensive understanding of the topic; context is important



*"Our best thoughts come from others."*

Ralph Waldo Emerson

# *Qualitative Research Methods*

- Why use Qualitative Methods?
  - Topic needs to be explored
  - To present a detailed view of a topic; explore complexity
  - To study individuals within their natural settings or programs, policies, events within a context
  - Develop theory
  - Nature of the research question

# *Qualitative Methods in Injury Research*

- Select Examples from the Literature
  - Domestic violence
  - Gun acquisition and carrying among youth
  - Implementing pedestrian injury interventions
  - Post-trauma recovery process
  - Family survivors as advocates
  
  - Understanding dissemination and implementation
  - Evaluation



# *Qualitative Methods in Injury Research*

- Preview of SAVIR Conference Research

# Applications of QRM to Injury Research

- Reveal how injury prevention programs and policies are being disseminated & implemented.

*Topic needs to be explored*

- Understand the context surrounding an injury problem.

*Explore complexity*

- Gain insight into risk taking cultures.

*Events within a context*

# *Applications of QRM to Injury Research*

- **Research Aim:** Reveal how injury prevention programs and policies are being disseminated and implemented
- **Example:** State policies to separate batterers and guns
- **Implications:** More effective policies; increased victim safety

# *Applications of QRM to Injury Research*

- **Research Aim:** Understand the context surrounding an injury problem
- **Example:** Elderly drivers
- **Implications:** More informed policies and programs; reduced motor vehicle-related injury

# *Applications of QRM to Injury Research*

- **Research Aim:** Gain insight into risk taking cultures
- **Example:** High school football injuries
- **Implications:** Improved understanding of the motivations behind risk taking & opportunities for change; effective interventions; reduced football-related injuries

# *Innovation in Qualitative Injury Research*

## **Concept Mapping**

- Theory development
- Participatory
- “Structured conceptualization process”  
*6 step process*

**Source:** Burke JG, O’Campo P, Peak GL, Gielen AC, McDonnell KA, Trochim WMK. An Introduction to Concept Mapping as a Participatory Public Health Research Method. *Qualitative Health Research* 2005;15(10):1392-1410.

# *Innovation in Qualitative Research*

- **Example:** Explore association between neighborhood-level factors & IPV among inner city women
- **Process:**
  - Preparation*
  - Generation*
  - Structuring*
  - Representation*
  - Interpretation*
  - Utilization*

# *Innovation in Qualitative Research*

- **Findings:** Identified the importance of community members' interactions about IPV on cessation, prevalence and severity; advanced theory
- **Applications for the Method:** Understanding dissemination and implementation; policy-makers' priority setting with regard to injury prevention issues



# *Revisiting the Three Challenges*

- Inspiration and Impact
- Environment and Education
- Similarities among Injuries

# *In Summary*

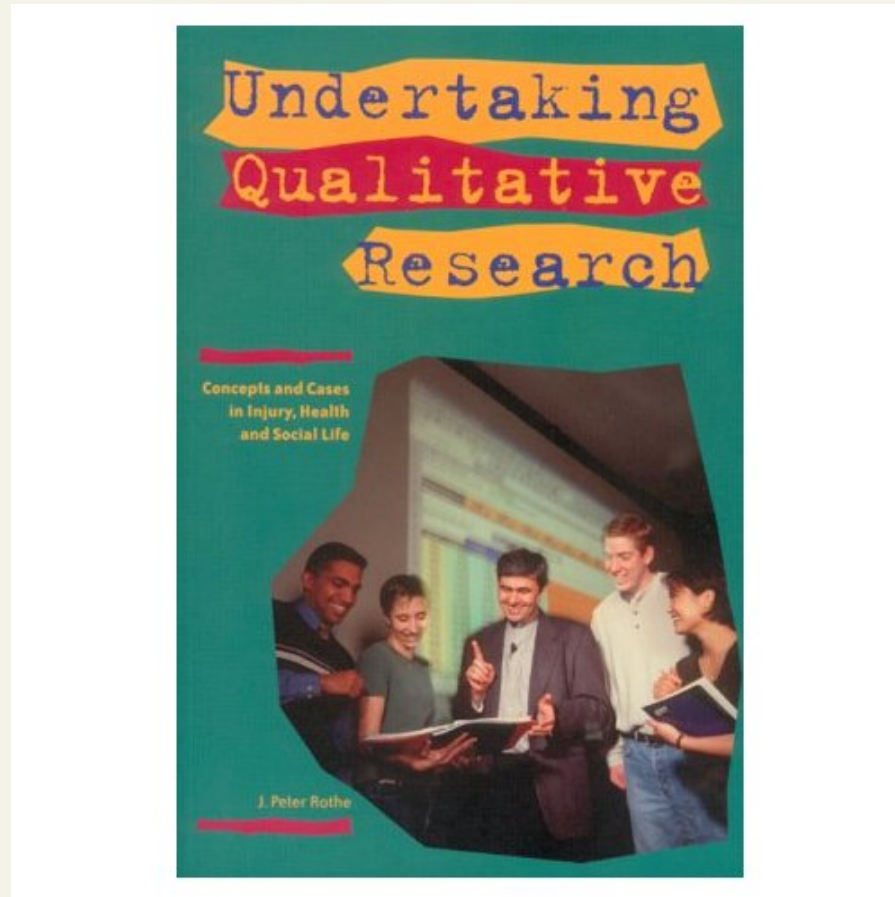
- Methods as a means, not an end
- Injury research is complicated: We need methods that invite and celebrate the complexity
- Qualitative *AND* Quantitative

# *Resources (1 of 3)*

## **Books**

- Richards and Morse. Read Me First for a User's Guide to Qualitative Research (2006)
- Creswell. Qualitative Inquiry and Research Design: Choosing Among the Five Traditions (1997)
- Morse and Field. Qualitative Research Methods for Health Professionals (1995)

# *Resources (2 of 3)*



# *Resources (3 of 3)*

## **Journal and Author**

- *Qualitative Health Research*
- Margarete Sandelowski's articles

## **Short-Term Training**

- University of North Carolina, School of Nursing  
Summer Institute in Qualitative Research



*"Not everything that can be counted counts, and not everything that counts can be counted."*

Albert Einstein



# *Discussion*

- Questions and Comments



# *Additional Information*

Shannon Frattaroli  
[SFrattar@jhsph.edu](mailto:SFrattar@jhsph.edu)  
(410) 955-8022