

Wellness Wednesday Webinars

Combining Quantitative and Qualitative Methods to Tell Your Story

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Overview

- About Us
- Review Quantitative and Qualitative Methods
- Discuss Mixed Methods Approaches
- Example: HealthMPowers Community Initiative

CWN Research Team



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Our Work

With 20 years of experience, our experts at the Center for Wellness and Nutrition partnered with the Survey Research Group can provide the following services:

- Formative/process, outcome, and impact evaluations
- Qualitative and quantitative modes of data collection
- Instrument design, data collection, cleaning, and analysis
- Cultural competency reviews, translation, and bilingual data collection
- Training and capacity building

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Quantitative and Qualitative Methods: Introduction

Types of Data

Quantitative	Qualitative
<p>Closed-ended</p> <p>May include:</p> <ul style="list-style-type: none">• Numerical• Categorical• Scaled or Ranking	<p>Open-ended</p> <p>May include:</p> <ul style="list-style-type: none">• Text• Recordings• Images

Quantitative and Qualitative Methods: Introduction

Types of Questions

Quantitative	Qualitative
<ul style="list-style-type: none">• Who?• What?• When?• Where?	<ul style="list-style-type: none">• Why?• How?

Quantitative and Qualitative Methods: Introduction

Results

Quantitative	Qualitative
<ul style="list-style-type: none">• Can be easily replicated in different populations• May be generalized to a larger population	<ul style="list-style-type: none">• Usually geared toward a specific population• May capture the voice of individuals or smaller groups

Quantitative Methods

- Surveys
 - Online/web-based
 - In-person
 - Telephone
 - Mail
- Environmental Scans/Observations
 - CX3
 - Policy, Systems, Environmental Change
- Document Reviews
 - Rosters
 - Medical Records
 - Sales Records

What is your current housing situation?

Apartment or House	Trailer or Mobile Home
Shelter	Campsite or Tent
Porch or Garage	Motel or Hotel
Couch Surfing	Car or RV

Select 1

QuickTapSurvey

Qualitative Methods

- Surveys (online, in-person, telephone, mail)
 - Open-ended questions
- Interviews (in-person, telephone, virtual conferencing)
- Focus Groups
- Community Dialogues or Town Hall Meetings
- Observations

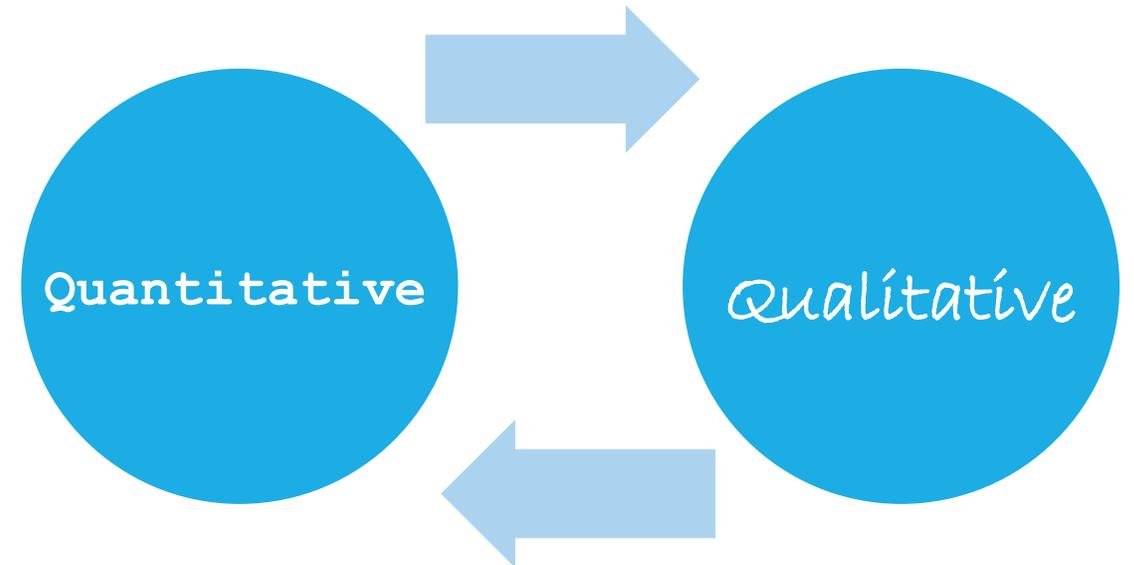


Image Source: The Transcription People, 2016.
<https://www.thetranscriptionpeople.com.au/2016/09/20/6257/>

Mixed Methods

Any combination of methods or question types:

- Surveys (online, in-person, telephone, mail)
- Environmental Scans/Observations
- Document Reviews
- Interviews (in-person, telephone, virtual conferencing)
- Focus Groups
- Community Dialogues or Town Hall Meetings
- Observations



Mixed Methods Approaches

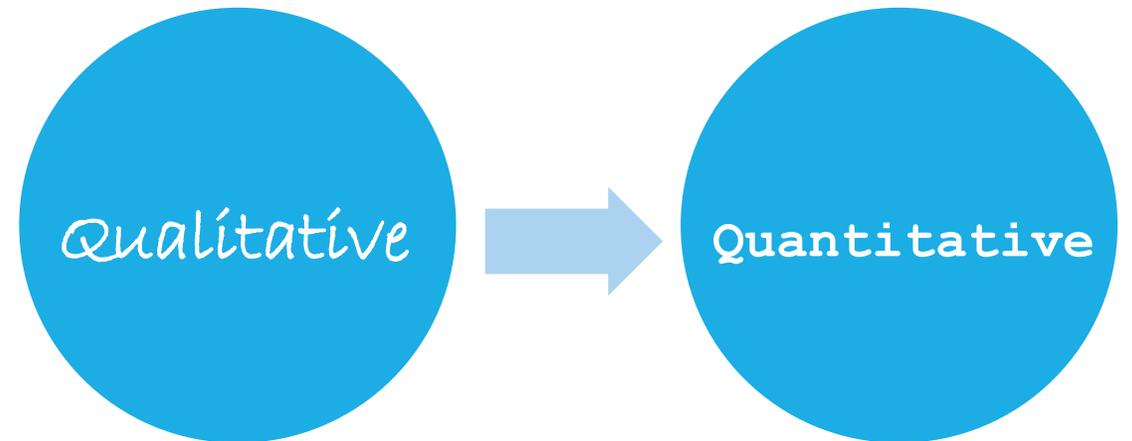
Qualitative informs Quantitative

- Exploratory, inform quantitative methods
- Generate ideas about response variables

Example:

Interviews → Surveys

- Sample of target population
- Explore or prioritize possible questions, response variables
- Understand context
- Test out sample questions (cognitive interviewing)



Mixed Methods Approaches

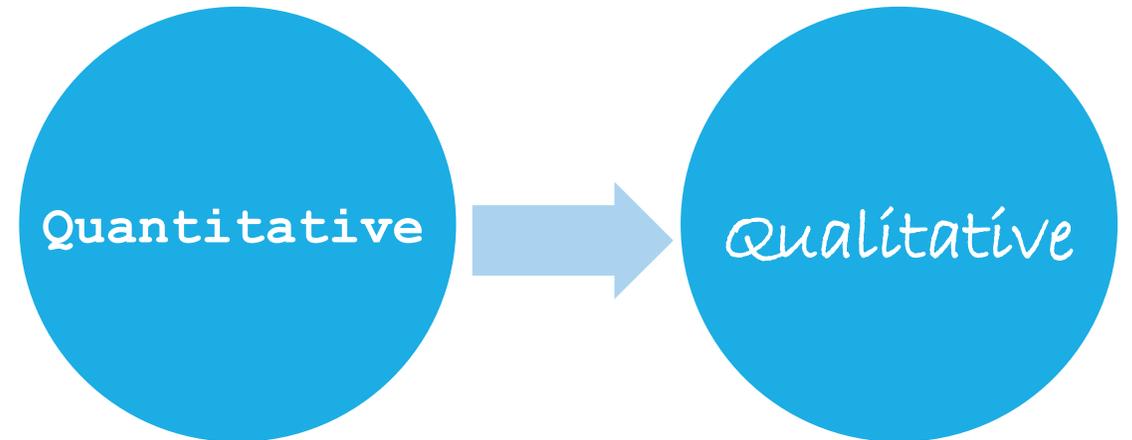
Quantitative informs Qualitative

- Follow-up, deeper dive into data
- Explore why or how

Example:

Surveys → Focus Groups

- Focus on sub-groups or priority populations
- Collect rich qualitative data to expand on survey findings



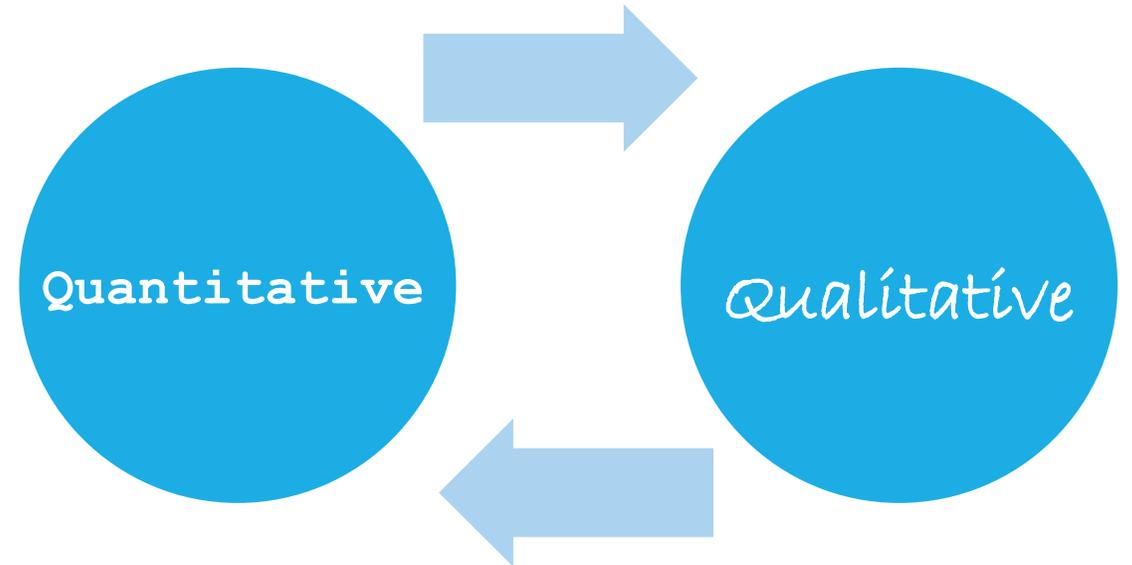
Mixed Methods Approaches

Quantitative + Qualitative

- Complementary methods
- Mix of open- and closed-ended questions
- Mix of methods

Example:

- Surveys with open-/closed-ended questions
- Focus Groups + Surveys
- Goal: collect complementary data





Example:

Community Initiative

This project was funded in whole or in part by the United States Department of Agriculture's Supplemental Nutrition Assistance Program through HealthMPowers.

Project Description

Community Initiative

- Goals
 1. Increase access to fresh fruits and vegetables
 2. Establish common social marketing messages to influence behavior changes
 3. Increase purchasing and consumption of fruits and vegetables
- Social marketing campaign
- Policy, system, and environmental (PSE) strategies
- Funded by USDA Supplemental Nutrition Assistance Program Education (SNAP-Ed)

Mixed Methods Approach

Data Collection Methods:

- Key informant interviews with community stakeholders
- Focus groups with community members and students
- Shopper intercept surveys with store customers
- Environmental scans

Qualitative Methods

- Key informant interviews with community stakeholders
 - Explore potential partnerships
 - Learn about community resources, strengths, and challenges
 - Understand community context
- Focus groups with community members and students
 - Gather feedback about social marketing messaging and imagery
 - Inform the intervention development
- Shopper intercept surveys (in-person, collected on tablets or pen-and-paper)
 - Open-ended questions to collect rich feedback and healthy food options consumers would purchase



Source: HealthMPowers community initiative social marketing campaign.

Quantitative Methods

- Shopper intercept surveys (in-person, collected on tablets or pen-and-paper)
 - Closed-ended questions to measure:
 - Shopping patterns and behaviors
 - Fruit and vegetable intake
 - Social marketing recall
- Environmental scans
 - Communities of Excellence (CX³)
 - Measure changes in the retail environment

CX³ - NF 2-5 Retail Food Availability & Marketing Survey

A. STORE INFORMATION

1) Store ID: _____
County - Neighborhood - Store Code

2) Census Tract: _____

3) Name/Address of Store: _____
(Street Address) (City) (Zip)

4) Coder Name/ID: _____

5) Store Type: Obtain from GIS store lists (circle one):
At store visit if store type is different, mark through circled number and circle correct store type.

1. Supermarket chain (e.g., Safeway, Ralph's)
2. Large grocery store (> 20 employees or ≥ 4 registers, but not large chain)
3. Small Market (< 4 registers, but not convenience)
4. Convenience (sells food items and snacks, no fresh meat, may sell gas)
5. Pharmacies
6. Warehouse Stores
7. Dollar Stores
8. WIC
9. Other (NO liquor stores) (specify): _____

6) a) Is store within 1/2 mile of a school? 1 - Yes 0 - No → If Yes, Name of school: _____
1 Elem 2 Middle 3 High 4 Contn 5 K-12 (circle one)

6b) Is store within a half mile of a Community Youth Organization (CYO)?; 1 - Yes 0 - No → If Yes, Name of CYO: _____

6c) Is store within a half mile of park? 1 - Yes 0 - No → If Yes, Name of park: _____

6d) Is store within a half mile of playground? 1 - Yes 0 - No → If Yes, Name of playground: _____

7) Does the store accept WIC? (i.e. is a WIC Vendor?) 1 - Yes 0 - No 3 - Don't Know, will need to check

8) Does the store accept CalFresh, Food stamps or SNAP (EBT)? 1 - Yes 0 - No 3 - Don't Know, will need to check

9) Participate in Nutrition Education Obesity Prevention - Retail Program? 1 - Yes 0 - No 3 - Don't Know, will need to check

10) Date of visit: _____

45) Disposition: (circle one)

- 1 Completed
- 2 Partial
- 3 Denied / No data
- 4 Denied / Exterior only
- 5 Store not found
- 6 Store closed (out of business)
- 7 Store not visited
- 8 Inaccessible due to safety conditions

Is this the first time this site has been assessed? 1 - Yes 0 - No
→ If No, when was it last assessed? _____

Results

- Qualitative methods
 - Identified key community partners
 - Informed development of social marketing campaign and intervention
 - Unforeseen ideas and opinions could be captured
- Surveys collected both quantitative and qualitative data
 - Environmental changes tracked
 - Behaviors and feedback could be quantified



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