

## **RDS NW qualitative expertise video transcript**

Welcome to one of a series of short videos highlighting the advice expertise of the NIHR Research Design Service North West.

This video is about qualitative designs and the advice the Research Design Service North West can provide to you in this area.

Many funding applications use qualitative research methods. These might be the main data collection method for the study, or could be part of a larger study such as a process evaluation for a trial or a work package in a programme grant.

Qualitative methods are also commonly used in the earlier stages of research, perhaps to understand experiences and perspectives of people on what might help them and when. The Medical Research Council guidance on the development of complex interventions, for example, suggests the use of qualitative methods at many stages of the research.

Funding applications require the qualitative methods used to be robust, appropriate to the question posed and ethically conducted. This requires a consideration of what type of qualitative work it may be best to conduct.

There are many different approaches to qualitative research. Examples include grounded theory, phenomenology or ethnography. Designs such as realist evaluations or case study also commonly include qualitative components. Each of these approaches requires the research to be designed in a way which is congruent with that design from the question, through to sampling, data collection and analysis.

Research Design Service North West advisers have expertise in a broad range of such designs, when they are appropriate and what are the key considerations in using such designs.

If you would like to apply for free advice from the Research Design Service North West or would like further information then please visit the Research Design Service North West website.