

Title of the Session:

Q-methodology: Bridging between Qualitative and Quantitative Methods in Health Research

Names of the Facilitator:

Dr Noori Akhtar-Danesh
Associate Professor of Biostatistics, PhD
McMaster University
daneshn@mcmaster.ca

Workshop objectives:

This workshop helps participants to develop a solid understanding of the Q-methodology as a n emerging research method for the study of subjectivity in health research.

Methods:

In this workshop different steps of a Q-methodology study in health research will be explained as it is applied to a research topic and participants will have the opportunity to participate actively in the different steps of the research process.

A brief outline (150-250 words):

Q-Methodology is a research method where qualitative data are analyzed using quantitative techniques. Although it was introduced by William Stephenson in 1935, it is emerging as a more widely used method in health research, mainly because of advances in its statistical analysis component. It has the strengths of both qualitative and quantitative methods and can be regarded as a bridge between these two approaches. Q-methodology can be used in health research where the outcome variable involves a assessment of subjectivity including attitudes, perceptions, feelings and values, life experiences such as stress and

quality of life, and intra-individual concerns such as self-esteem, body image, and satisfaction. It is used to identify unique, salient viewpoints, as well as shared views in subjective issues, thereby providing unique insights into the richness of human subjectivity.

In this workshop different steps of Q-methodology in health research will be explained as it is applied to a research topic and participants will have the opportunity to participate actively in the different steps of the research process. Also, some common issues in Q-methodology such as sample size, reliability and validity, and interpretation of the statistical analysis will be discussed. This presentation helps participants to develop a solid understanding of the Q-methodology as an emerging research method for the study of subjectivity in health research.