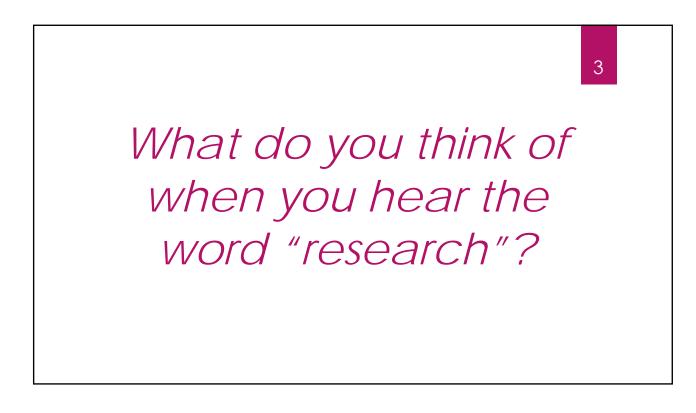


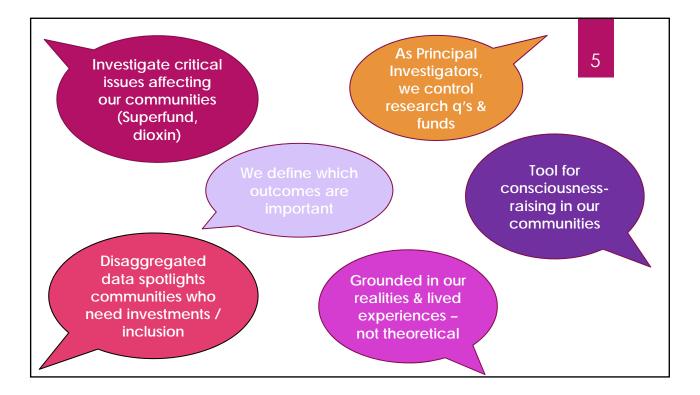
Susan Ghanbarpour Independent Consultant

This project was supported by a grant awarded by the Blue Shield Against Violence. The opinions, findings, conclusions, and recommendations expressed are those of the author(s) and do not necessarily reflect the views of the Blue Shield Against Violence.

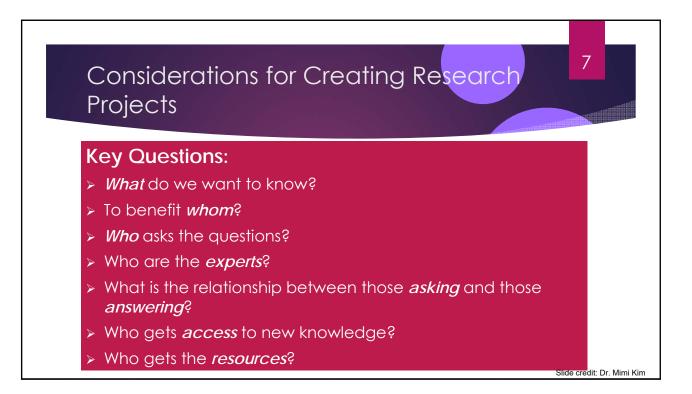


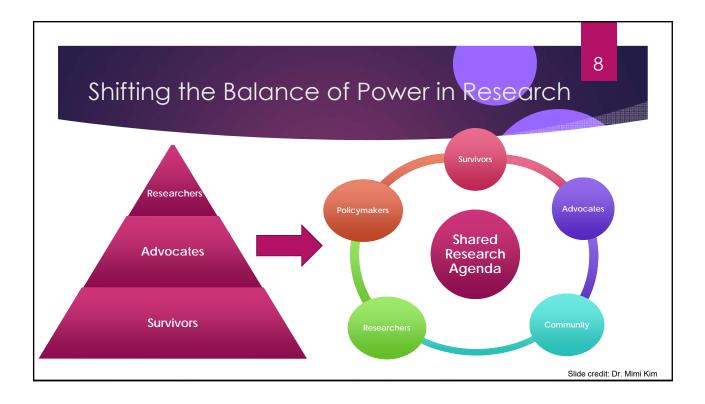


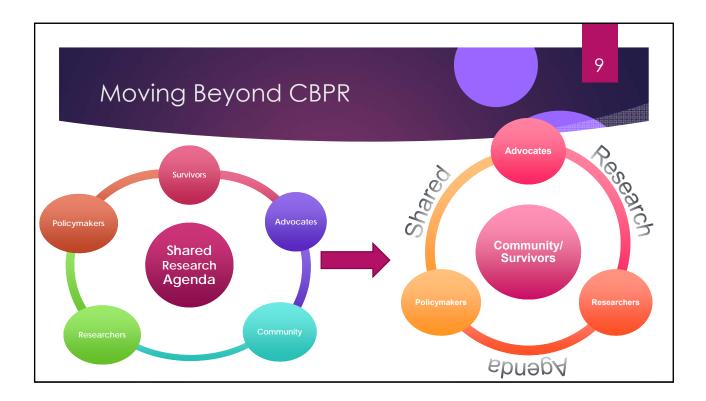


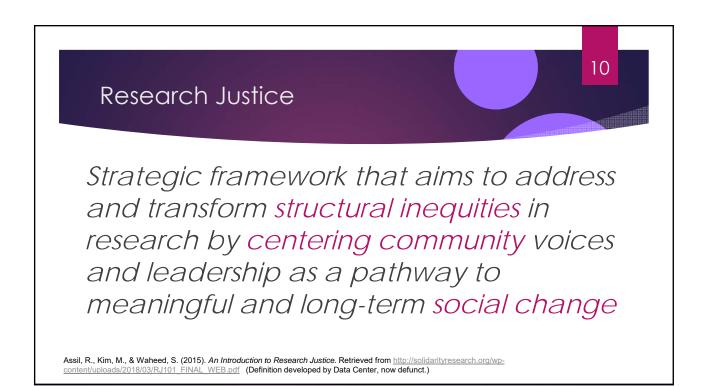










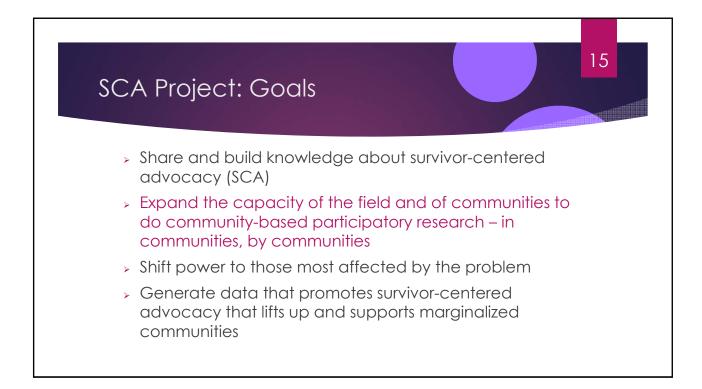




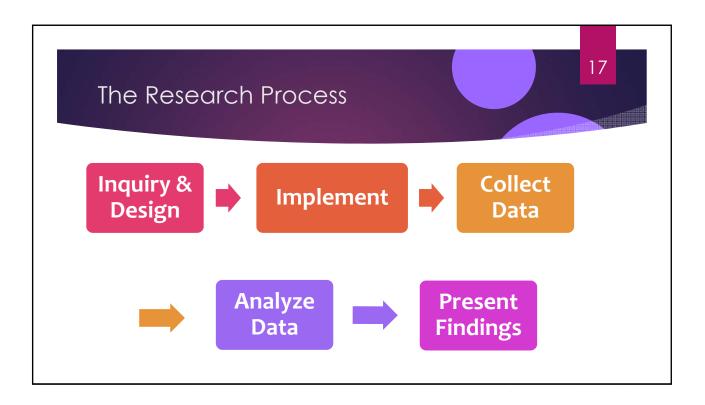


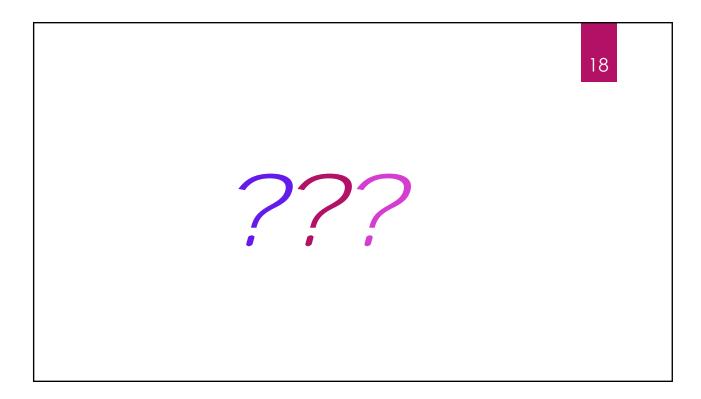












Community-Based Participatory Research (CBPR): Definition

"...inquiry with the participation of those affected by an issue for the purpose of education and action for effecting change."

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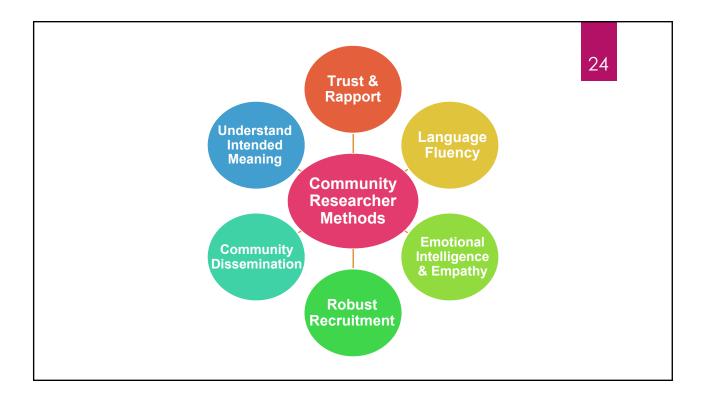
Green LW, George MA, Daniel M, et al. Study of Participatory Research in Health Promotion: Review and Recommendations for the Development of Participatory Research in Health Promotion in Canada. Vancouver, British Columbia: Royal Society of Canada; 1995:4























## Quantitative vs. Qualitative Research Methods

politica Richknowledge counter-institutive Property Duttings US In a DOX, meaning Property Doublings Drive-by Tessearch: malenot segregated well Respect	General Community Survey: Knowledge of Survivors					
Ideas agendas multidar lives reporter multidar lives reporter multidar lives reporter that developed the second second second multidar lives reporter multidar lives reporter	Do you know of any Korean woman who has been slapped, hit, kicked, or suffered any physical injury by her husband or boyfriend? How many?	313	(%) 10 (3.2)	(%) 56 (17.9)	(%) 65 (20.8)	(%) 182 (58.1)
	Do you know of any Korean woman whose husband or boyfriend insults or humiliates her regularly?	277	10 (3.6)	54 (19.5)	75 (27.1)	138 (49.8)
"Quotes"						
	110- 100- 90- 70- 60- 8. Somewhat 40-	97 (649	6) 48 (32)	%)		
	Frequently 30- C. Not often 20- D. Not at all 10- E Don't Know		В	5 (3%) C	L,D	<u>1 (1%)</u> E

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## Quantitative Research

- Can be counted or quantified
- Use statistical analyses
- Closed-ended questions & responses
  - Yes/No (or other binaries)
  - Likert scales (e.g., Strongly Agree, Agree, Disagree, Strongly Disagree)
  - Income level
- Relatively large # of participants (100+)
- Community or population-level inquiry
- Examples
  - Surveys
  - Evaluation forms
  - Online polls
  - Need assessments

## **Qualitative Research**

- Can't be easily counted or quantified
- Use thematic analyses (and others)
- Open-ended questions & responses
  - What do you think about...
  - Why did you...
  - How would you...
- Relatively small # of participants (< 20)
- In-depth inquiry with small group
- Examples
  - Focus groups
  - In-depth interviews
  - Storytelling
  - Photovoice





## Focus Groups

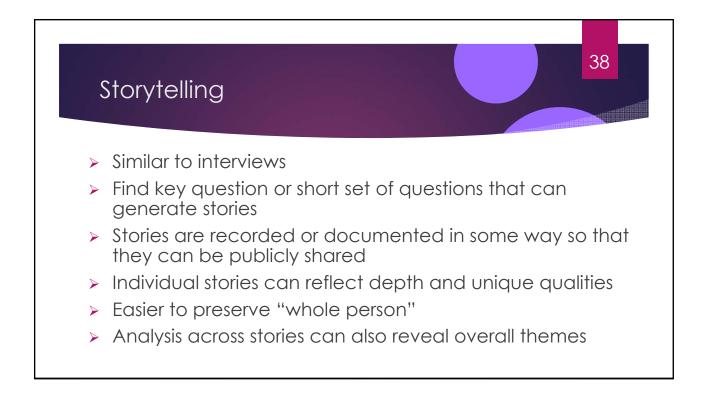
- > 6-12 participants (8 is ideal), fairly homogeneous
- > 1.5 2 hours (including setup & closure)
- > Need skilled facilitator and note taker or recorder
- Takes advantage of group dynamics disagreements, questioning, qualifications
- > Mix of individual & collective opinions
- Insights into community norms (people say what they think they "should" say)
- > Look for common themes/ differences
- > Group session means confidentiality is less secure
- > Less time- and resource-intensive

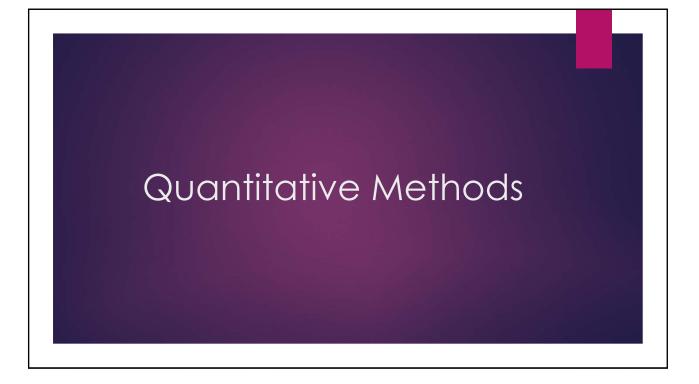


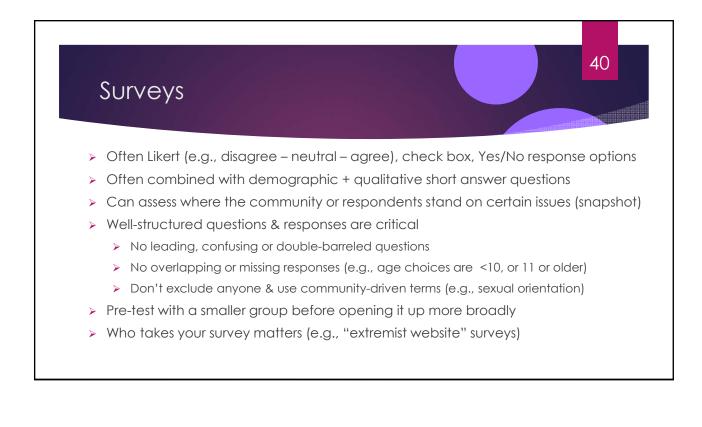
Slide credit: Dr. Mimi Kim

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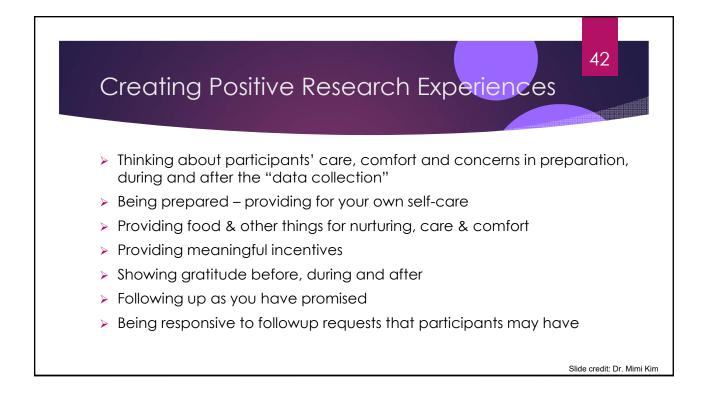


Similar to survey, except almost always done to aid decision-making about specific action

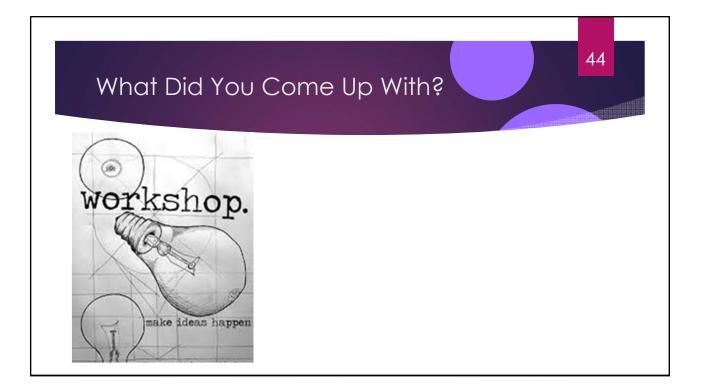
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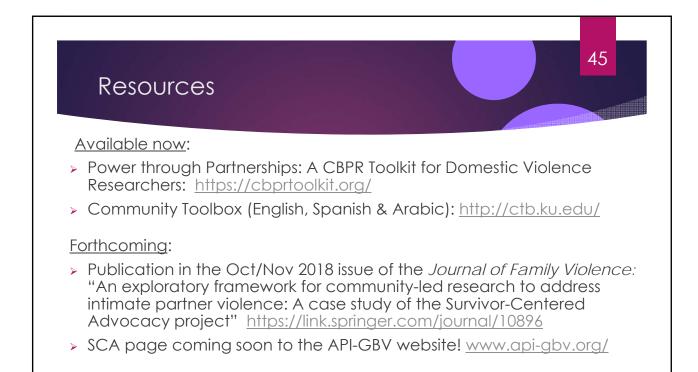
- Asking community about what they consider to be their most important needs (and assets)
- Results guide future action usually around most highly prioritized responses
- > Pre-set list of questions & types of respondents desired
- > Different methods: personal interview, phone, online or written response
- Helpful documentation for funding & advocacy
- > Can set the stage for community mobilization & movement-building
- > Can help resolve conflicts / build support about which issue to tackle first

See Community Toolbox for more info & examples: http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conducting-needs-assessmentsurveys/main













We appreciate your feedback!

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