

# Agenda

At the completion of this program, participants will:

- Describe the similarities and differences between qualitative and quantitative approaches to research
- Describe the qualities of an appropriate qualitative interview guide
- Demonstrate the ability to conduct a one-on-one interview around a public health topic
- Contrast the role of focus groups with individual interviews
- Discuss the role of participant observation in research
- Conduct data analysis on sample text utilizing one of three data analysis strategies
- Demonstrate the use of a qualitative software package
- Articulate key issues related to the ethics of working with human participants that are unique to qualitative research
- Discuss qualities that are important in publishing qualitative research

## Facilitator Bios

**Fran Barg, PhD MEd** is an Associate Professor of Family Medicine and Community Health at UPenn's Perelman School of Medicine and an Assistant Professor in Medical Anthropology in the Department of Anthropology. Her research focuses on the use of mixed methods research as it applies to understanding the uneven distribution of risk and disease among ethnic groups.

**Melissa Dichter, PhD, MSW** is a Research Health Scientist at the Center for Health Equity Research and Promotion (CHERP) at the Philadelphia VA Medical Center. Her research primarily focuses on women's experiences with intimate partner violence (IPV) and intersections with the healthcare, social service, and criminal legal systems.

**Joel Fein, MD MPH** is a Professor of Pediatrics at the Children's Hospital of Philadelphia. His research focuses on emergency department-based violence prevention, emergency department mental health evaluation, and procedural pain management.

**Rosemary Frasso, PhD MSc CPH** is the Director of Education of the Public Health Program at Penn, and a lecturer in the School of Social Policy & Practice. Her research interests include improving access to physical and mental health services for vulnerable populations, maternal child health, health disparities and health literacy.

**Shimrit Keddem MS** is the manager of the Mixed Methods Research Lab in the Department of Family Medicine, providing managerial and technical support and expertise. She has participated in research on various health and social issues including access to prenatal care, cancer services, Alzheimer's disease, and injury prevention.

**Eve Weiss, MS** is the project manager of the Center for Child Injury Prevention Studies, Children's Hospital of Philadelphia. She conducts trainings in qualitative methods, and while at the MMRL, she participated in research to understand factors that influence individual and community health and wellbeing and improve access to care for vulnerable populations.