

# Objectives

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 the University of Pennsylvania'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 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.

**Cynthia Mollen, MD, MSCE** is an Associate Professor of Pediatrics at the University of Pennsylvania's School of Medicine and an attending in pediatric emergency medicine at the Children's Hospital of Philadelphia. Her research focuses on improving adolescent health care through the emergency department with an emphasis on reproductive and sexual health.

**Shimrit Keddem, MS** is the Associate Director of Operations at the Department of Veteran's Affairs at the University of Pennsylvania. She has participated in research on various health and social issues including access to prenatal care, cancer services, Alzheimer's disease, and injury prevention.

**Gala True, PhD** is a Research Associate Professor of Medicine and an Investigator with the South Central Mental Illness Research and Education Center (MIRECC) and the Southeast Louisiana Veterans Health Care System (SLVHCS). Dr. True is a social scientist with over 15 years of experience conducting health services research with vulnerable populations. Her work focuses on improving access to care and the health of individuals and communities through patient-centered and community-engaged research approaches.