Central East (HHS Region 3)
PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Southeast (HHS Region 4)
PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Mastering Qualitative Research Skills: Formulating Questions

Session 3: March 13th, 2024

PRESENTER:
Kristin Kidd, MA, CPS, PTTC Region 4

Thank you for joining us today.
We will begin promptly at **12 PM** Eastern.

While waiting for us to get started, please share in the chat if there are any T/TA topics you are interested in hearing more about from us in the future.

SAMHSA
Substance Abuse and Mental Health Services Administration

THE DANYA INSTITUTE

Technical Information

SAMHSA
Substance Abuse and Mental Health Services Administration

This training was developed under the Substance Abuse and Mental Health Services Administration's Prevention Technology Transfer Center task order. Reference # 1H79SP081018.

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LIVE

This webinar is now live.

It is being recorded.

Please remain muted.

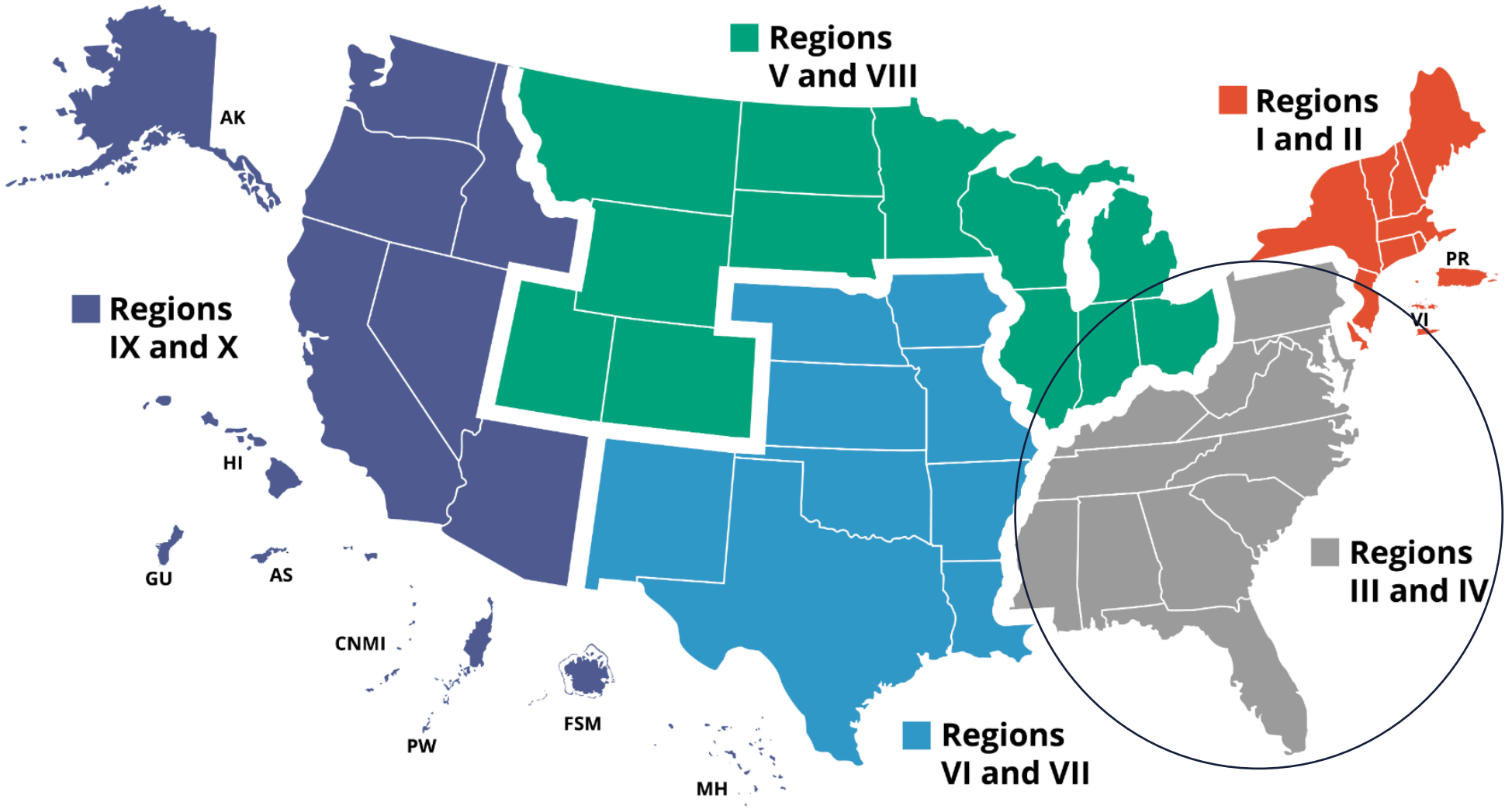
Central East (HHS Region 3) PTTC

Southeast (HHS Region 4) PTTC

What is SPTAC?

SAMHSA's Strategic Prevention Technical Assistance Center (SPTAC) is a national training and technical assistance system committed to helping SAMHSA prevention grantees move their prevention programs forward.

How We Are Organized



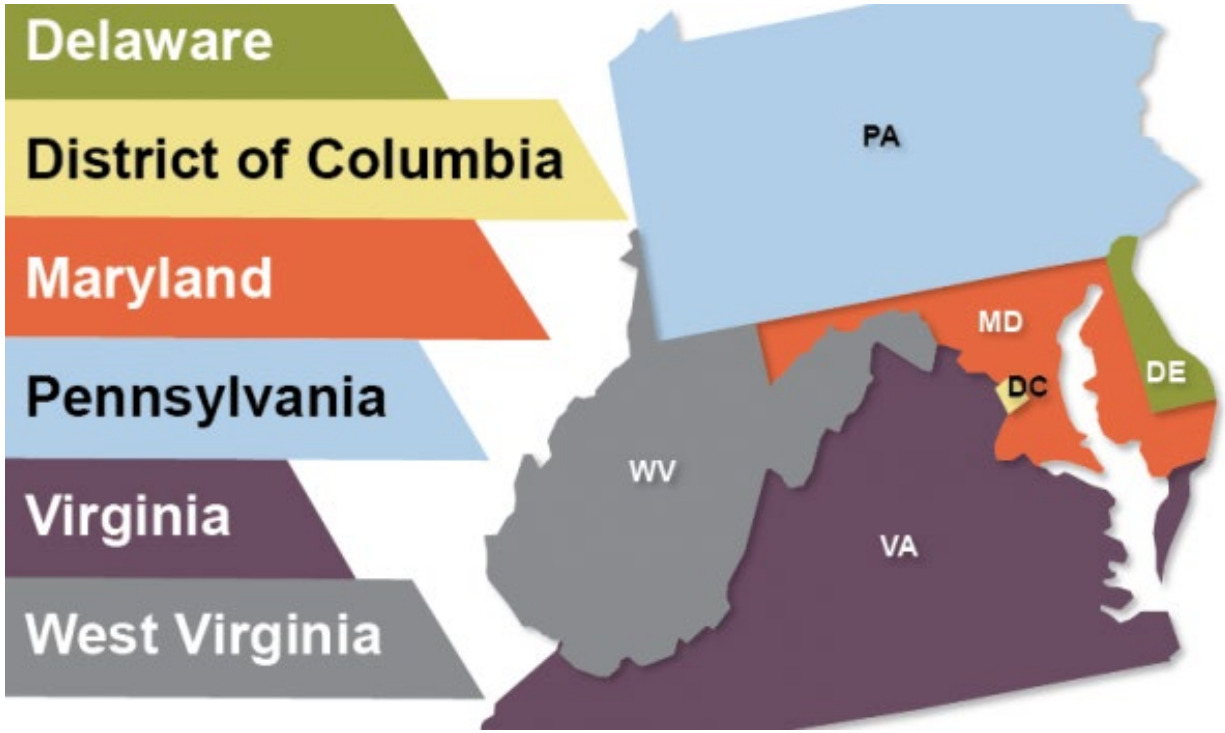
Who We Serve

States, tribal entities, territories and communities supported under SAMHSA's Substance Abuse Prevention and Treatment Block Grant Program and Grants to Support Community-based Prevention Programs, as follows:

- Substance Use Prevention, Treatment, and Recovery (SUPTR) Block Grant
- State Strategic Prevention Framework–Partnership for Success (SPF-PFS)
- Sober Truth on Preventing Underage Drinking Grant Program (STOP ACT)
- Strategic Prevention Framework for Prescription Drugs (SPF Rx)
- Substance Abuse and HIV Prevention Navigator Program (formerly MAI)
- Prevent Prescription Drug/Opioid Overdose-Related Deaths (PDO)
- State First Responders–Comprehensive Addiction and Recovery Act (FR-CARA)
- Improving Access to Overdose Treatment (OD Tx)

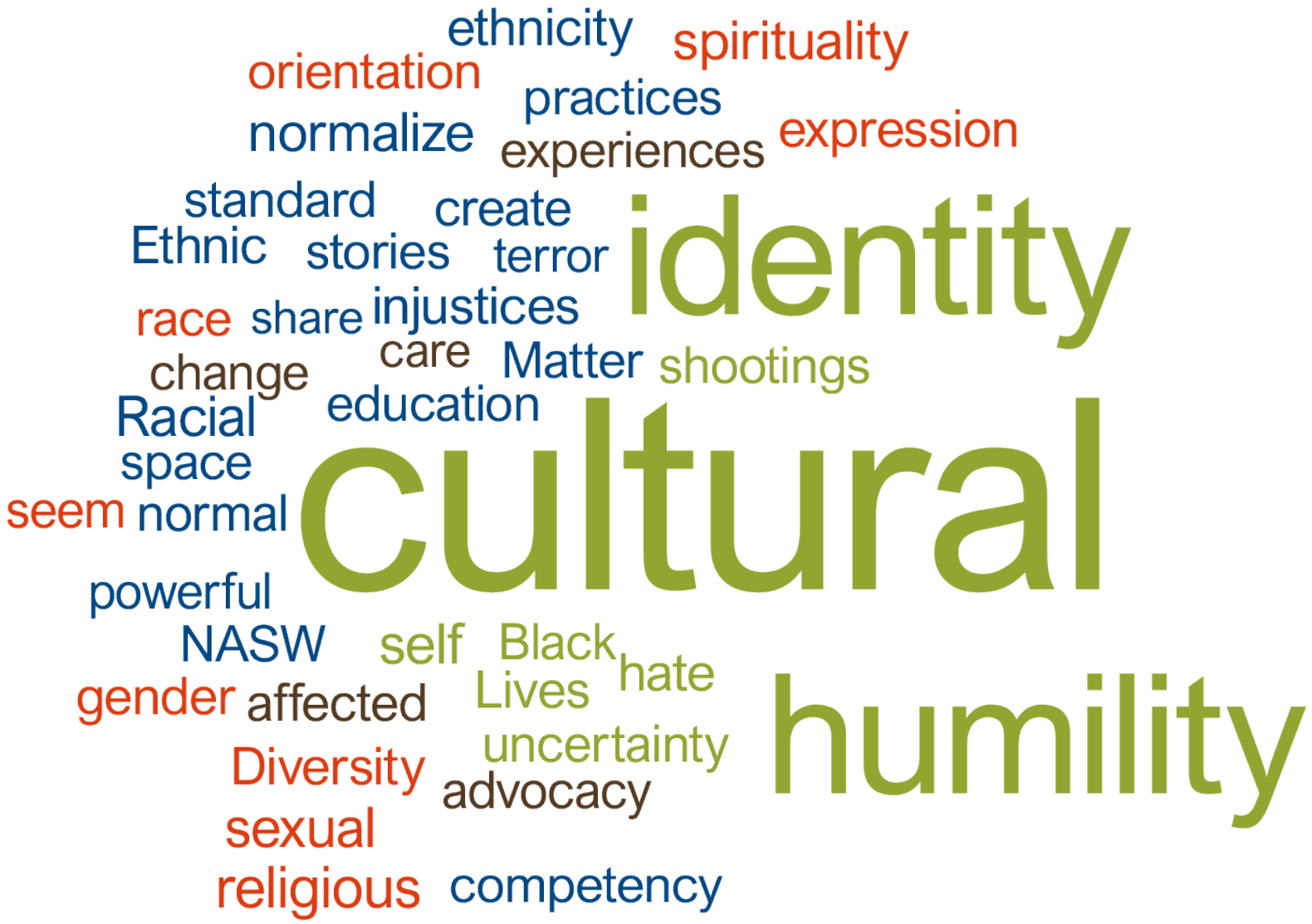
Central East Region

HHS REGION 3



Southeast Region

HHS REGION 4


ethnicity
spirituality
orientation
practices
normalize
experiences
expression
standard
create
Ethnic
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terror
identity
race
share
injustices
care
Matter
shootings
change
education
Racial
cultural
space
seem
normal
powerful
NASW
self
Black
hate
gender
affected
Lives
humility
uncertainty
Diversity
advocacy
sexual
religious
competency

The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

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Mastering Qualitative Research Skills: Formulating Questions Session 3

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Presenter

Kristin Kidd

Learning Objectives

- Review the art and science of question formulation
- Explain strategies to craft questions that go beyond the surface to extract meaningful information
- Identify engagement opportunities to formulate equitable, trauma-informed questions to better identify root problems or causes

Slido

Which qualitative data collection methods have you done?

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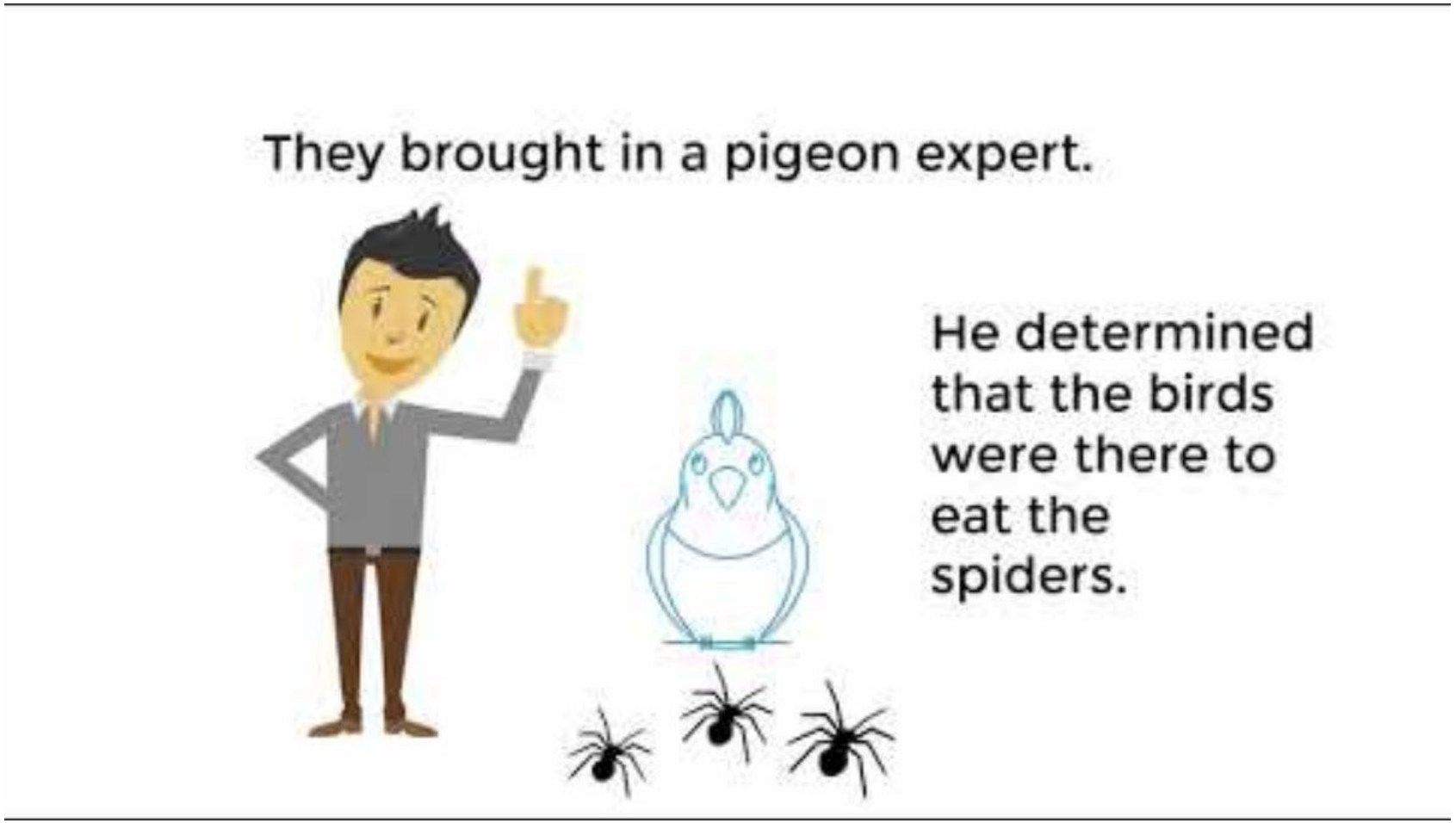
The 5 Why's


They brought in a pigeon expert.
He determined that the birds were there to eat the spiders.

Slido

What stood out to you in that video?

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Survey Questions v. Interview Questions

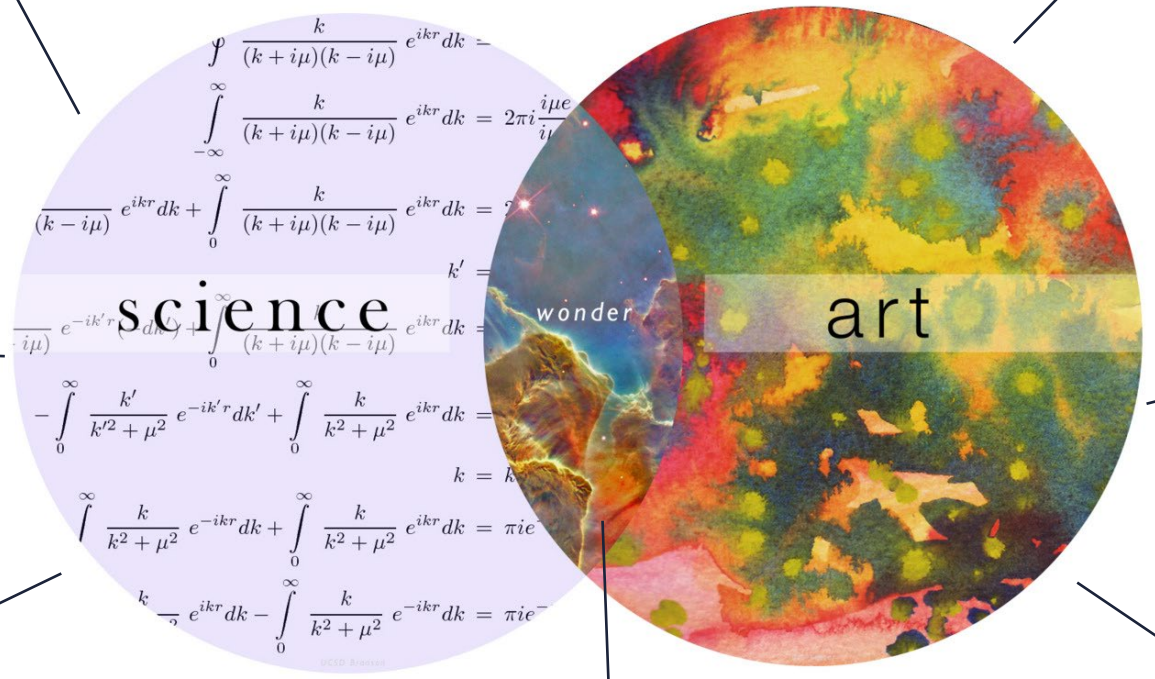
- Yield **quantitative** data
- Capture data from a **large sample** (online, by mail, in person)
- Anonymous
- Doesn’t allow follow-up
  - Hard to get detail or explanation
- Often uncompleted

- Provide qualitative data
- Limited sample size, gathering data from one person at a time (in person or virtual)
- Useful to have a skilled interviewer to build rapport
- Higher response rate
- Probing can uncover perspectives not considered or addressed

Science of qualitative approach to research

Interview questions based on the research question

Use of open-ended & non-leading questions



Ethics & Equitable engagement

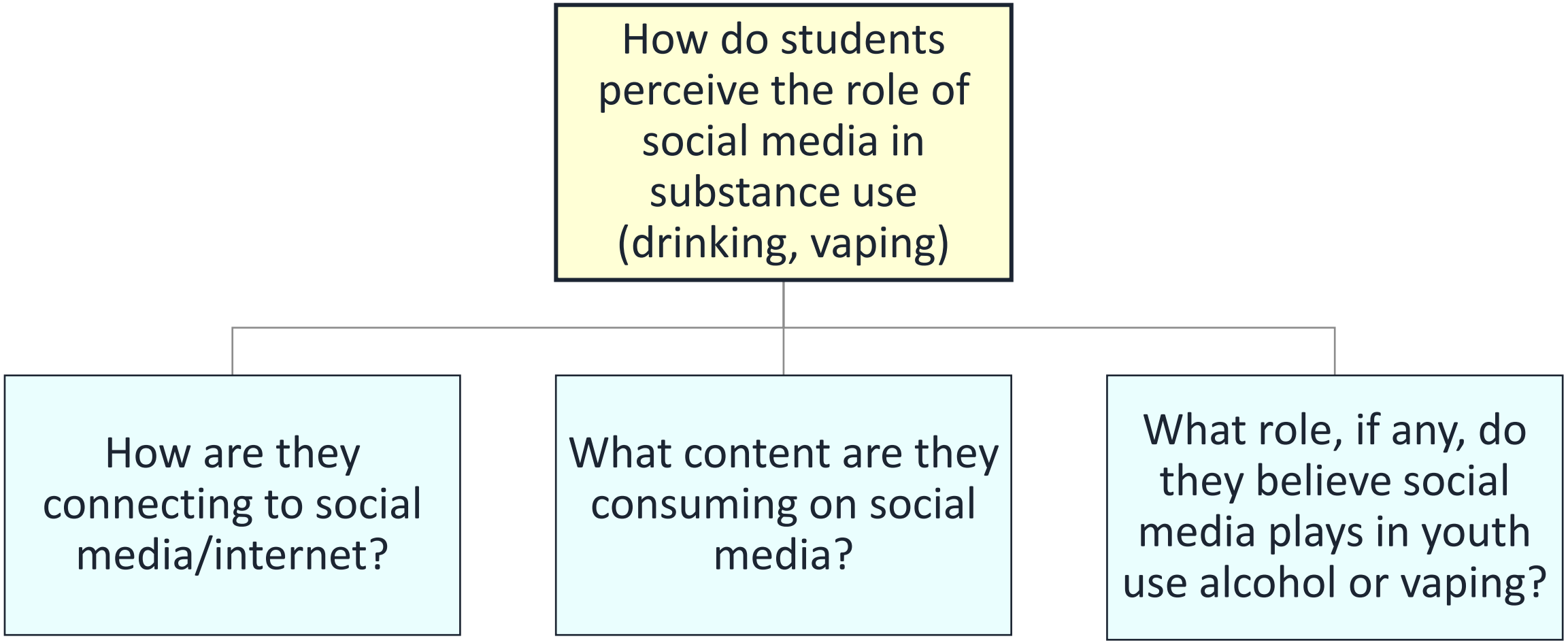
Art of improvisation (prompts or probes)

Art of interpersonal communication

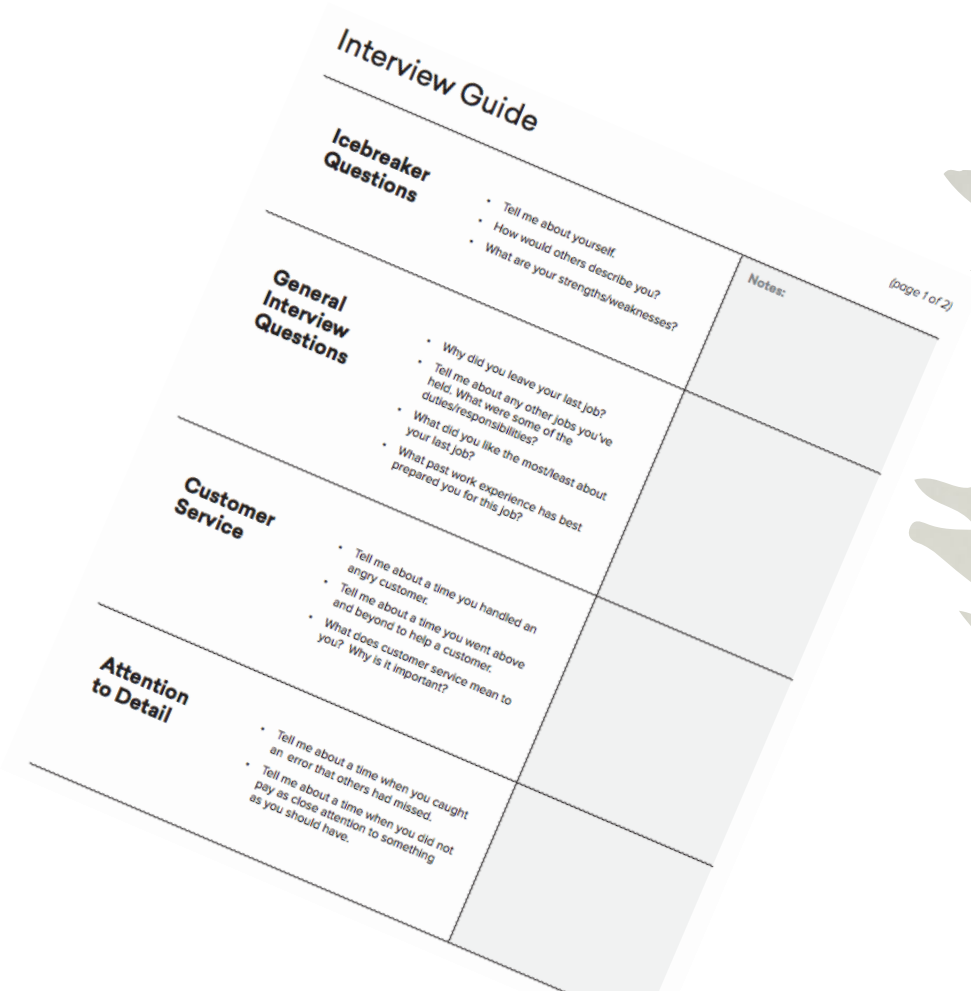
Art of building rapport

- Review the literature on your issue
- Examine biases and motivations (Parkeh et al., 2020)
- Brainstorm questions
  - Include diverse collaborators (Andrews, 2020)
  - Include community w/lived experience to inform data collection, ethical concerns (Hawn Nelson et al., 2020)
- Pare them down
- PILOT test

Central research/central focus question



Semi-structured Interview guide



Interview Guide

(page 1 of 2)

		Notes:
Icebreaker Questions	• Tell me about yourself. • How would others describe you? • What are your strengths/weaknesses?	
General Interview Questions	• Why did you leave your last job? • Tell me about any other jobs you've held. What were some of the duties/responsibilities? • What did you like the most/least about your last job? • What past work experience has best prepared you for this job?	
Customer Service	• Tell me about a time you handled an angry customer. • Tell me about a time you went above and beyond to help a customer. • What does customer service mean to you? Why is it important?	
Attention to Detail	• Tell me about a time when you caught an error that others had missed. • Tell me about a time when you did not pay as close attention to something as you should have.	

Introduction

- Why are you interviewing them?
- Who is involved in the process?
- Why are you asking? (establish your credibility)
- Why is their cooperation important to collect the info you need?
- What will happen with the collected information?
- How will this benefit the community/agency/town/etc.?

Tips to formulating your Q's

- Use clear, down-to-earth, language
- Ask questions you want to know the answers to
- Avoid yes - no questions

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What's an example of technical jargon that should be avoided in interview questions?

ⓘ Start presenting to display the poll results on this slide.

Tips to formulating your Q's

- Ask concrete questions that don't lead the response
- Plan your follow-up or probing questions

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Which question most closely aligns with the tips?

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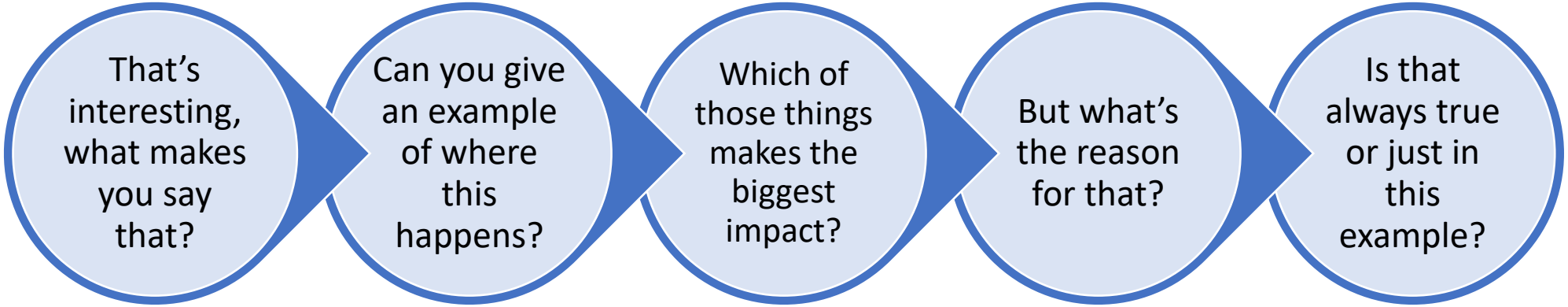
Questions should…

- Follow a logical flow
- Have a few easy to answer warm-up questions (1-2)
- Key questions (5-10) provide the data you are looking to collect
- Save difficult questions for the end
- The last question provides some closure and leaves them feeling heard

Probing questions

- Some may be developed beforehand….some are impromptu
- Encourages them to reflect more deeply on what they are saying
- Helps them think more about the cause or root of a problem or issue you are investigating
- The more detail, the better!



To close the interview

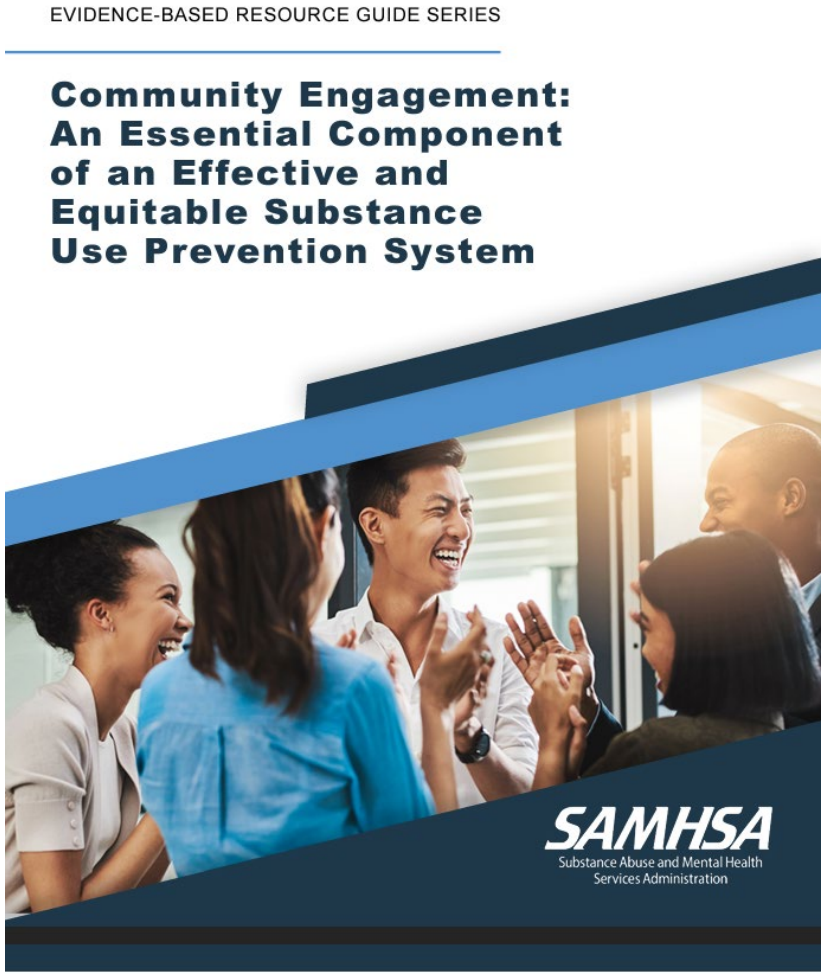
"Is there anything else you would like to share that is important to you as a (student, parent, etc.) as it relates *to youth substance use in our community*?"

Use **culturally relevant** terminology in surveys and data collection tools (*Baker et al., 2016; Cerna et al., 2021*)

Involve people with lived experience **from the beginning** of the research process, including when formulating research questions (Skelton-Wilson, et al., 2021)

Equitable Considerations

https://www.urban.org/research/publication/community-engaged-surveys-research-design-analysis-and-dissemination



https://store.samhsa.gov/product/community-engagement-essential-component-effective-and-equitable-substance-use-prevention

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What are your ideas to support/encourage community involvement in questions?

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Pilot the questions

Ultimate goal – Collect a bounty of *monumental* information from unique perspectives

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What are you taking away from this session?

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Cited Sources

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Contact us!

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Access the SPTAC Website

Click here to request a TA from our region!

Contact Us

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Funded by Substance Abuse and Mental Health Services Administration

a program managed by

THE DANYA INSTITUTE

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