



## **21<sup>st</sup> IUHPE World Conference on Health Promotion 25 – 29 August 2013, Pattaya, Thailand**

### **Meet the Authors: Session report**

**Name of the facilitator/author of the report:** Pattaraporn Moolchaem

**Affiliation of the facilitator:** PhD candidate in Public Health, La Trobe University, Australia

**LinkedIn profile:** Pattaraporn Moolchaem

**Title of the book:** Qualitative Research Methods

**Names of the authors of the book present at the session:** Pranee Liamputtong

The motivations of production of the book, principal messages from the author, the differences of the book from others on the same topic, and issues in qualitative research were discussed.

As the author has been teaching in qualitative research methods for a period of times, she found that text books in this research method which provide guidelines for students studying this subject was likely to be difficult for them to understand. Therefore, guidelines for research study which are interesting and easier than those traditional versions is the motivation of the author to produce this book of Qualitative research methods.

The book has two principal messages from the author which were raised during the Meet the Author session. Firstly, qualitative research is an inquiry that allows people's voice to be better heard. Thus, it can be used to reach people experiences, needs, and concerns. This will allow researchers to understand people and social phenomenon in great depth. Secondly, the author argues that number cannot measure people as they are not objects or things. In other words, in the social world which people have constructed and lived in, we deal with subjective experiences of human being. Therefore, science of words or qualitative research is an appropriate methodology to explore these subjective experiences of human being.

The author pointed out that what differs this book from other books on the same topic is that this book has got everything in one that is necessary for qualitative research methods. It has also been written in an easy reading style. Thus, it suits every level of scholars including students, novice researchers, and experienced researchers.

Two important issues of qualitative research were discussed by the audience and the author. First, qualitative research can be an evidence-based practice in health care. In other



words, it contributes greatly to the appropriateness of care as qualitative research provides health care providers with a good understanding of their clients resulting in a more sensitive and appropriate care. Second, the determinations of sample size in qualitative research differ from quantitative decisions. The focus of sample size in qualitative research is on quality of data not quantity, and adequate data that can address the research questions or aims. Thus, data saturation which occurs when few new data are being generated is used to determine the sample size in qualitative research.