What is Qualitative Research?

It's often described as a collection of narrative accounts or as storytelling, but any type of research that relies primarily on words, written text, or artistic expression can be qualitative research





What is an in-depth interview?

A discoveryoriented method exploring interviewees' experiences and perspectives in depth



Interviews begin with:

Clearly explaining the study purpose & questions to interviewees

Informed Consent

Questions & topics to develop rapport



The key characteristics of interview questions:

