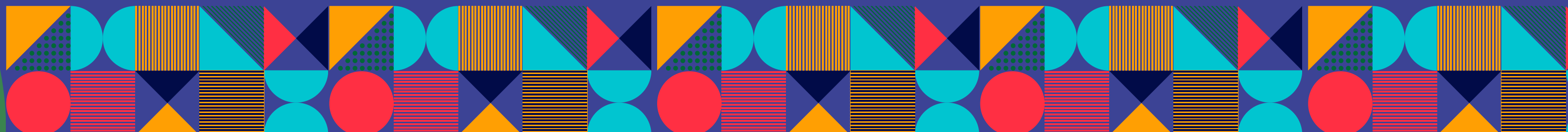




Research Methods: Qualitative & Desk Research

Deepening practice in qualitative
methods and desk research

August 2025



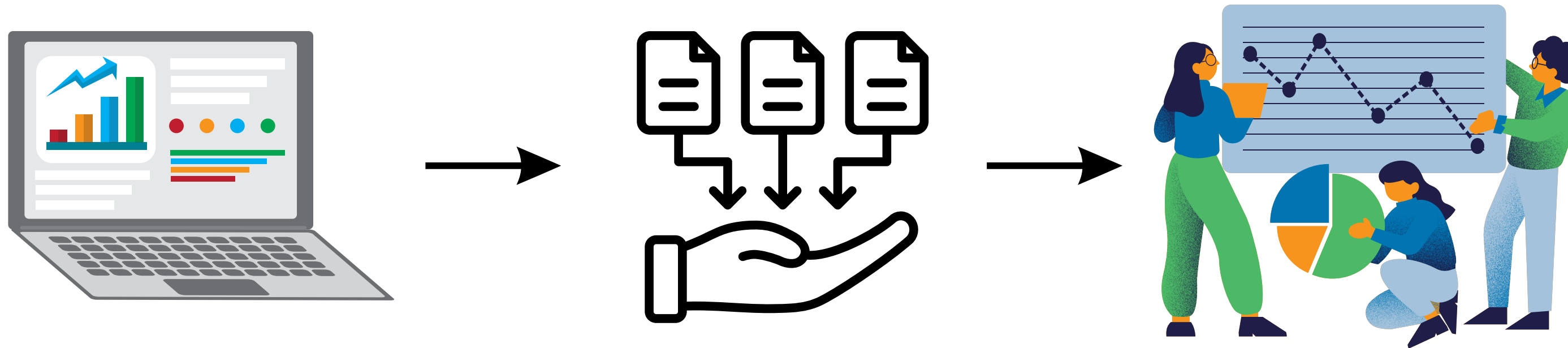
Session Objectives

By the end of this session, participants will:

- Understand and apply key qualitative research methods
- Explore desk research, interviews, observations, and document analysis
- Practice designing simple research plans
- Link qualitative findings to programming and advocacy

Why Research Methods Matter

- Data → Evidence → Better programmes & advocacy



Why Research Methods Matter

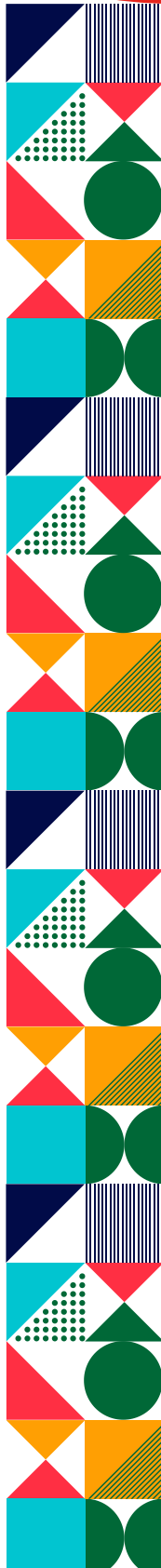
Methods shape what we can conclude

- Right method = relevant, actionable, ethical evidence



Why Research Methods Matter

- **Discussion:** Where have research methods shaped your work before?



Desk Research

- **Definition:** Using existing documents, reports, and data sources.
- **Activity:** In groups, list your best desk research sources.
- Share one tip for finding hidden or less obvious sources.



Desk Research

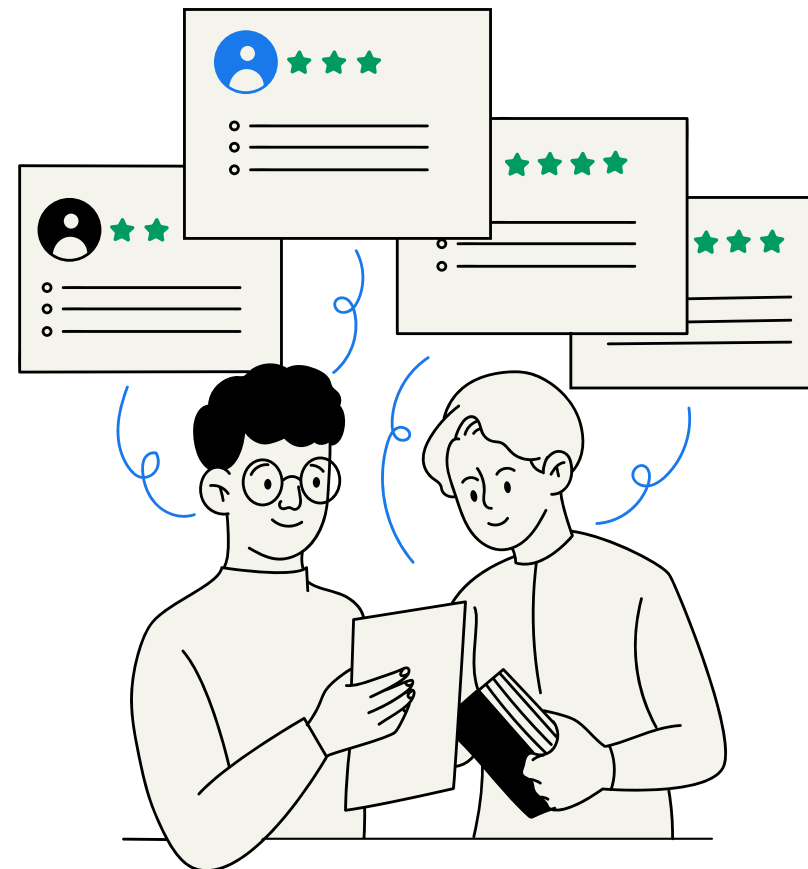
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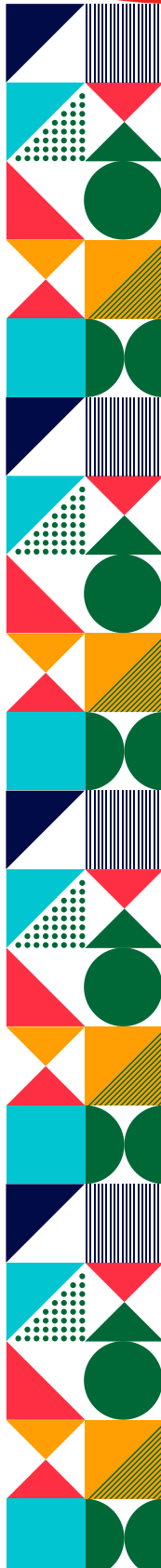
Interviews

- Semi-structured conversations to explore perspectives in depth.
- Activity: Role-play a 5-minute interview.
- Observer notes good probing questions and listening skills.



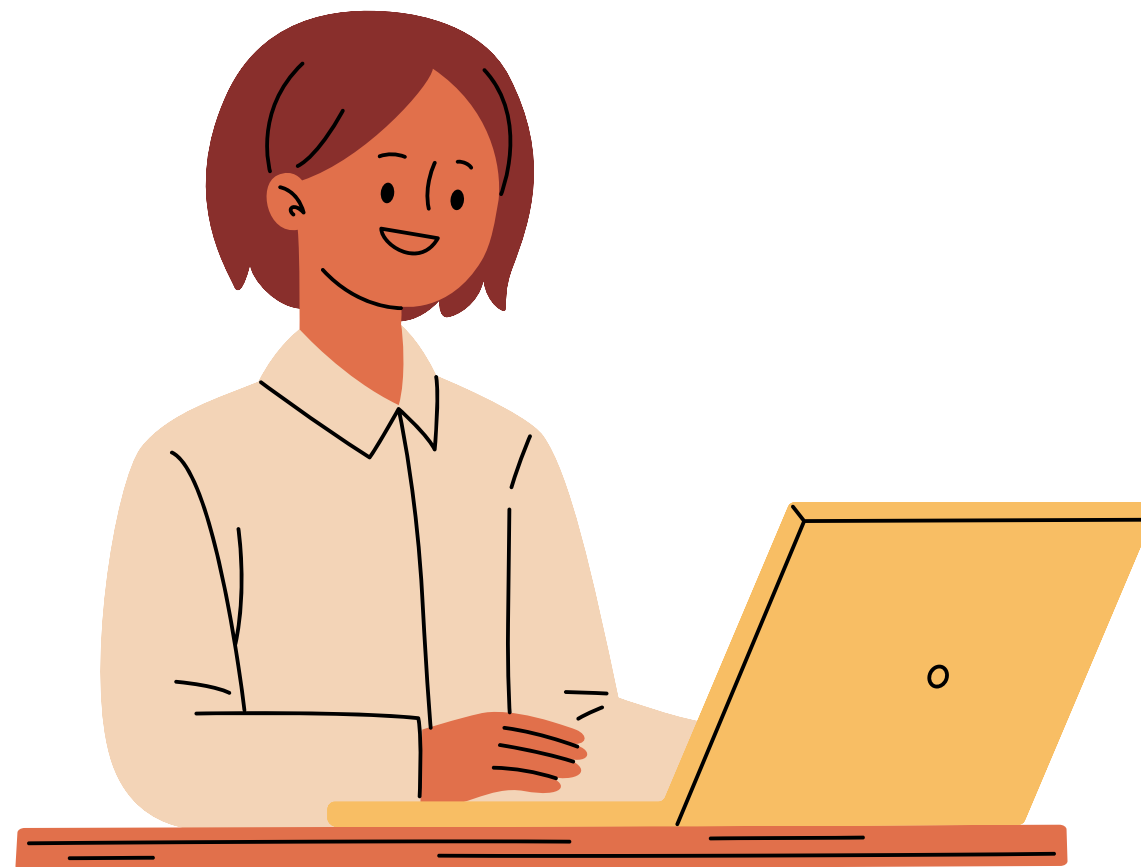
Observations

- Watching behaviours, processes, or environments systematically.
- Activity: Observe your partner doing a short task.
- What details did you capture that others might miss?



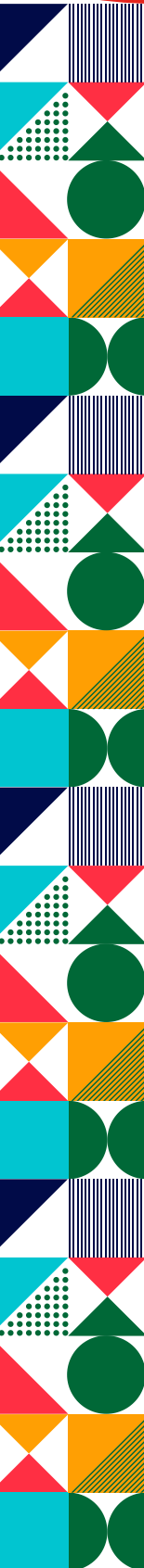
Document Analysis

- Systematic review of existing documents (reports, case files, policies).
- Activity: Review a short excerpt (provided).
- What insights can we gain? What are the limitations?



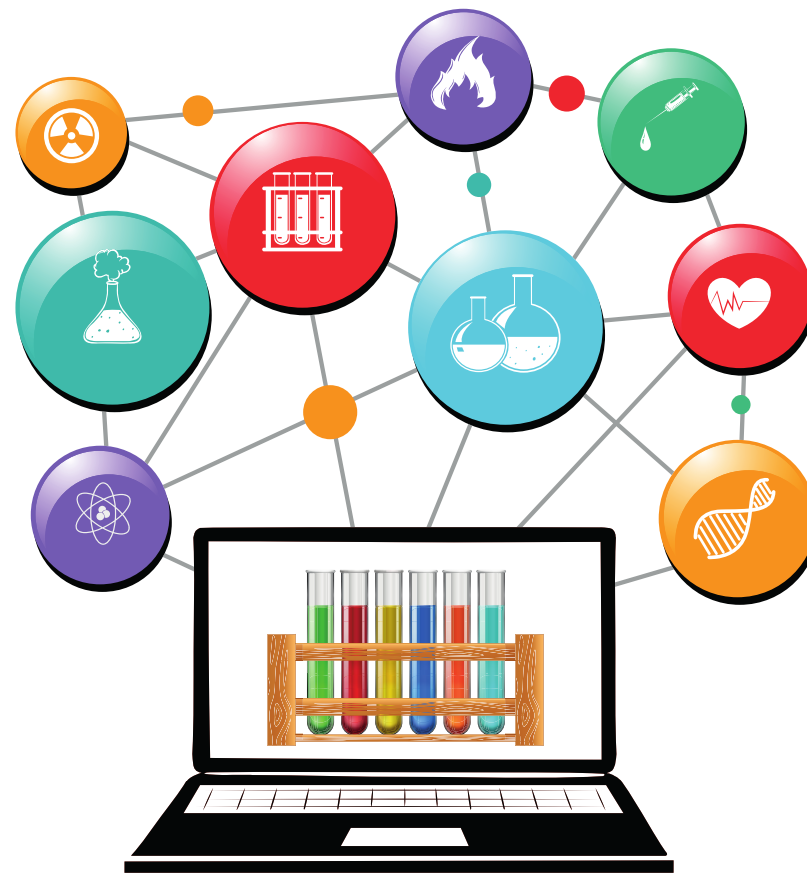
Case Study: Sophia

- Sophia noticed women clients were less likely than men to fill prescriptions.
- Group task: Design a mini research plan for Sophia:
- Main research question
- Method(s) to use, and why
- Challenges to consider (ethics, culture, logistics)



From Data to Action

- Discussion: How would you use qualitative findings in your own work?



Wrap-Up & Takeaways

Key points:

- Different qualitative methods have different strengths
- Desk research saves time but often needs primary data too
- Always link findings to advocacy/programming goals

Wrap-Up & Takeaways

- Closing round: One method you will try differently after today?

