

From complexity to bullet points? *Suggestions to make qualitative research accessible to problem solvers*

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Introduction

Qualitative research is often harder to use in problem solving processes than quantitative research. This is due to some characteristics of qualitative research. An example of such a characteristic is a strong focus on case studies. This might result in doubts about, for example, the generalisability of the research. Nevertheless, qualitative research has much to offer to problem solvers. This poster gives an overview and some tips.

Roles for researchers in problem solving processes

- 1) Pure researcher
- 2) Research arbiter
- 3) Issue advocate
- 4) Honest broker of alternative solutions*

Qualitative
research



Problem
solving
processes

Examples of contributions of qualitative research during problem solving process stages

- | | |
|----------------------------------|--|
| 1) Define problem | Stakeholders views or experiences |
| 2) Analyse problem | Temporally distant causes and trajectories of causes |
| 3) Develop possible solutions | Analogies based on experiences in the past and other countries |
| 4) Analyse possible solutions | Feasibility of solutions and impact on groups of stakeholders |
| 5) Select most suitable solution | Driving and restraining forces for change |
| 6) Implement solution | Long-term evaluations |

Tip 1

Think about the main message(s) of your research.

Tip 2

Opt for a clear and short presentation. Bullet points are often helpful.

Tip 3

Try to use the vocabulary problem solvers are familiar with.

Tip 4

Present your messages using models the problem solvers are used to. E.g., force field or SWOT (Strengths, Weaknesses, Opportunities and Threats) analyses.