

QUALITATIVE RESEARCH

SPINAL RESEARCH INSTITUTE | CONSUMER ENGAGEMENT PROGRAM



Consumers with spinal cord injuries (SCI) all tell a story. Researchers seek to capture these stories through different techniques to provide answers to questions. Two common techniques are qualitative and quantitative research. Researchers sometimes use both of these, and this approach is called mixed methods research.



QUALITATIVE RESEARCH: WHAT STORY DOES YOUR EXPERIENCE TELL?

Qualitative research in the context of SCI aims to understand the subjective experiences, perspectives, and meanings associated with living with SCI. It involves exploring and interpreting individuals' thoughts, feelings, and behaviours related to their SCI and the social, psychological, and emotional impact on their lives.

Researchers employing qualitative methods in SCI research aim to capture consumers' unique perspectives and voices. Data collection typically involves in-depth interviews, focus groups, and analysis of personal narratives. Its primary objective is to gain insights into the complex and multifaceted aspects of living with SCI, including the challenges faced, coping mechanisms employed, and the social and cultural contexts that shape individuals' experiences.

As a result, the data collected in qualitative studies are often rich, descriptive, and context-specific, allowing for a deep exploration of the experiences, emotions, and meanings associated with SCI.

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The Consumer Engagement Program is supported by the SRI's major partner, the IOOF Foundation. Resources are developed with the support of the John T Reid Charitable Trusts, The Marian and E.H. Flack Trust and the Brian M. Davis Charitable Foundation.