

THE ROLE OF RESEARCH METHODS IN PUBLIC HEALTH

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Research Methods & Population Health



Collect and analyze data to help understand the health of a population



Questions often include:

What are the leading causes of death?

What factors affect health and well-being?

What is the impact of social determinants of health on health conditions?

What are emerging health concerns?

What strategies can be used to improve health?



Qualitative



Quantitative

RESEARCH METHODS

Qualitative Research



Exploratory investigation



Data describes and explains relationships



Data is usually text-based (open-ended)



Interviews or Focus Groups

Qualitative Data



There are many factors that affect food choices for college students. These include:

1) Taste preferences

2) Time

3) Convenience

4) Access

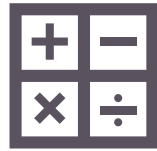
5) Price

6) Friends

Quantitative Research



Test hypotheses



Numerical data
(closed-ended)



Surveys or Biological
Specimens



Analyze data using
statistics

Quantitative Data



Vaping was found to be associated with:

1) White Males

2) High rates of anxiety

3) Impulsivity

4) Marijuana use

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Take home message

Both qualitative and quantitative research are essential to understanding the health of the population.

Each can give insight into a different aspect of population health.