

Examples of Commonly Used Qualitative Methods

Method	Description	Examples
Interviews	People with knowledge of the community or the outreach project are interviewed to get their perspectives and feedback	<ul style="list-style-type: none"> • Interviews with people who have special knowledge of the community or the outreach project • Focus group interviews with 6-10 people • Large group or “town hall” meeting discussions with a large number of participants
Field observation	An evaluator either participates in or observes locations or activities and writes detailed notes (called field notes) about what was observed	<ul style="list-style-type: none"> • Watching activities and taking notes while a user tries to retrieve information from an online database • Participating in a health fair and taking notes after the event • Examining documents and organizational records (meeting minutes, annual reports) • Looking at artifacts (photographs, maps, artwork) for information about a community or organization
Written documents	Participants are asked to express responses to the outreach project in written form	<ul style="list-style-type: none"> • Journals from outreach workers about the ways they helped consumers at events • Reflection papers from participants in the project about what they learned • Electronic documents (chats, listservs, or bulletin boards) related to the project • Open-ended survey questions to add explanation to survey responses