



# Insights From Qualitative Research

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# To Discuss:

- Qualitative research
- Limitations
  
- E-cigarette terminology
- Use and culture
- Perceptions of health effects
- Nicotine
- Assessing qualitative studies
- Questions

# Qualitative Research

- Word-based
- Individual interviews
- Dyads/triads
- Focus groups
- Semi-structured guides
- Exploratory and descriptive
- Complements quantitative research

# Limitations of Qualitative Research

- Not generalizable
- Purposive, representative, or convenience samples
- Small samples

# Terminology

DICTIONARY   THESAURUS   GRAMMAR   EXPLORE

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## The Oxford Dictionaries Word of the Year 2014 is 'vape'

As 2014 draws to a close, it's time to announce the Oxford Dictionaries Word of the Year 2014. Without further ado, we can exclusively reveal that the word is....

**vape**

Although there is a shortlist of strong contenders, as you'll see below, it was *vape* that emerged victorious as Word of the Year.

**CATEGORIES** 

**TRENDING** 



The origins of dog breed names

# Terminology

- Fast moving
- How do users identify these products?
  - Cigalikes
  - Tanks
- What is the act of using called?
  - Smoke or vape
  - Stigma of cigarette smoking



# Use and Culture

- Youth and adults: initiation with device from family member or friend
- Youth share and “borrow” devices, use with friends
- Reasons for use
  - Adults: quit cigarettes, convenient, clean
  - Young adults: quit cigarettes, convenient, clean, popular, trendy, flavors
  - Youth: flavors, peers, cool, trendy, tricks, experimentation

# Use and Culture

- Perceived benefits of use:
  - Reduce or quit combustibles
  - Convenient
  - Clean
  - Healthier than combustibles
  - Fun (tricks, mods)



# Use and Culture

Which devices do users choose (and why)?

- Adults: cigalikes
- Young adults: cigalikes or tanks
- Youth: tanks or cigalikes



# Youth Use and Family Norms

What we expect to hear:



# Youth Use and Family Norms

What we actually hear:



*“So I was like, “Well, it’s the same thing as smoking like I did before but it’s better for me,” and she was kind of like sad about it, you could say, like distressed about it, like, “Oh, my son’s doing this.” And then it kind of turned into, she doesn’t care. Now, she’s like, “Just don’t do it in the house.”*”

*“[My mom’s] just happy that I’m not doing anything serious, you know?”*”

# Perceptions of Health Effects

- Awareness of lack of information and desire for information
- Explosions
- Youth say that they will stop when they hear it is bad for them
- Comparison with health effects of cigarettes
- Health effects on non-users are not a concern

*“I’m only doing it now because apparently, it’s perfectly safe.”*

*“I feel like they’re going to find some study on them or something that’s going to find them unhealthy and like cigarettes and then something else is going to come in and take their place.”*

# Nicotine

- Addiction to e-cigarettes is addiction to nicotine
- Youth are well-educated about effects of nicotine
- Youth might choose not to use nicotine, but...

*“I think the guy that gave it to us said there wasn’t [nicotine].”*

*“I ask my friend. I tell him, “Does it have nicotine because I’m not going to use it if it does,” and he’s like, “No,” and so I just use it.”*

# Assessing Qualitative Studies

- Be sure that the participants match your population of interest
- What type of sample?
  - Purposive, representative, convenience
- Different methods of data analysis
  - Software-aided, review of notes, etc.

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