

# Qualitative Methods Intersecting with Real-World Data Collection Methods

*Advancing the Science of Patient Input in Medical Product R&D*  
Washington, DC 9 May 2018

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Disclosures: Gallup Organization; Adelphi Values; IQVia





# Real-world patient symptom and treatment experiences

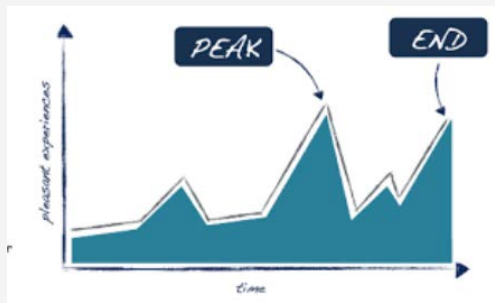
Why is this important?

Ubiquitous use of self-reports in science. Precision and reliability necessary to avoid being the "weakest link."

How do we now collect information about patient experience?

Asking patients about symptoms and experiences over substantial periods of time.

Issues with retrospection:  
Memory failure  
Switch in type of memory  
Cognitive heuristics (Peak-End, Duration Neglect)  
Estimation techniques



Quality	Episodic knowledge	Semantic knowledge
Type of thought	Experiential	Symbolic
Type of memory	Autobiographical	Conceptual
Type of organization	Loose	Tight
Event-specific	Yes	No
Time-dependent	Yes	No
Susceptible to forgetting	Yes	No

# Real-world patient symptom and treatment experiences



## Development of Real-time and Near Real-time data collection strategies

Daily diaries

Day Reconstruction Method (DRM)

Ecological Momentary Assessment (EMA)

Experience Sampling Method (ESM)

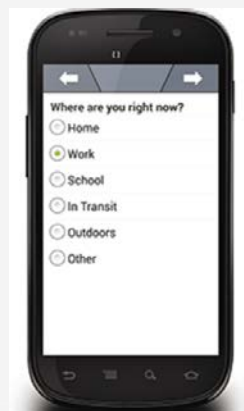
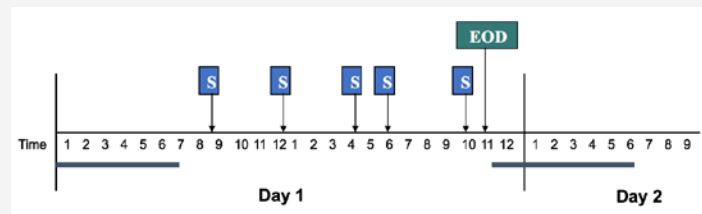
Very brief descriptions:

*Environment* (who, where, activity)

*Experiences* (affect, stress, pain)

*Symptoms* (study dependent).

- Data are collected in real-world environments, as subjects go about their lives. This is the “ecological” aspect of EMA.
- Assessments focus on subjects’ current state. This is the “momentary” aspect of EMA and aims to avoid the error and bias associated with retrospection.
- Moments are strategically selected for assessment.
- Patients complete multiple assessments over time, providing a picture of how their experiences and behavior varies over time and across situations.



# Qualitative Methods to Enrich Assessments and for Hypothesis Generation



Standard practice in development of self-report assessments	Focus Group elicitation of core features of construct followed by Cognitive Interviewing to confirm respondent understanding and acceptability.
Standard in Real-world assessments has not held to that standard	There is no logical reason for this.
Proposal: Qualitative Interviewing in the Real-World	Switch from artificial testing to Real-time assessments.
Benefits	<p>A deeper understanding of the experience people have in real-world; much may be unexpected.</p> <p>Hypothesis generation based on new insights.</p>

	Quantitative methods	Qualitative methods
Epistemological positions	Objectivist	Constructivist
Relationship between researcher and subject	Distant /outsider	Close/insider
Research focus	'Facts'	Meanings
Relationship between theory/concepts and research	Deduction/confirmation	Induction/emergent
Scope of findings	Nomothetic	Ideographic
The nature of data	Data based upon numbers	Data based upon text

