




MOVING FROM BRILLIANT IDEAS TO 'BREAKING NEWS' DATA:

How to jump start a research project

Dr. Joni M. Gray
Alderson Broaddus University



Hunch/Idea

Experience/practice

Reading/gaps in
research

Attending
conferences/connections

Breastfeeding Report Card 2018

United States: Outcome Indicators

State	Ever Breastfed	Breastfeeding at 6 months	Breastfeeding at 12 months	Exclusive breastfeeding at 3 months	Exclusive breastfeeding at 6 months
U.S. National	83.2	57.6	35.9	46.9	24.9
Kentucky	73.9	48.6	28.2	39.8	21.1
Mississippi	63.2	35.4	18.3	28.2	13.0
Ohio	81.9	53.1	30.7	44.4	23.7
West Virginia	68.6	40.1	24.3	36.3	20.2

Source: Centers for Disease Control and Prevention National Immunization Survey, Provisional Data, 2015 births.

Start with the Literature...

- Access to library/databases
 - Subscriptions to journals
 - Conference presentations
 - OLCA resources
-
- What is being said about your particular topic or topics similar to yours.

IRB Institutional Review Board

- According to the Oregon State Office of Research Integrity, “The Institutional Review Board (IRB) is an administrative body established to protect the rights and welfare of human research subjects recruited to participate in research activities conducted under the auspices of the institution with which it is affiliated.”
- Ethics training
- Submission protocol/checklist
- No data collection until approved

Types of Research Methods

Quantitative

Qualitative

Mixed Methods

Quantitative



Information that can be measured



Numbers, quantities, values



Relationships between variables

Effects on each other



“Significance”



Validity, reliability, replicability

Qualitative



Non-numerical data (stories, metaphors, definitions, symbols, etc.)



Focuses on the "why" rather than the "what" (University of Utah, Nursing Dept.)



Descriptive

Methods will guide research questions/hypotheses

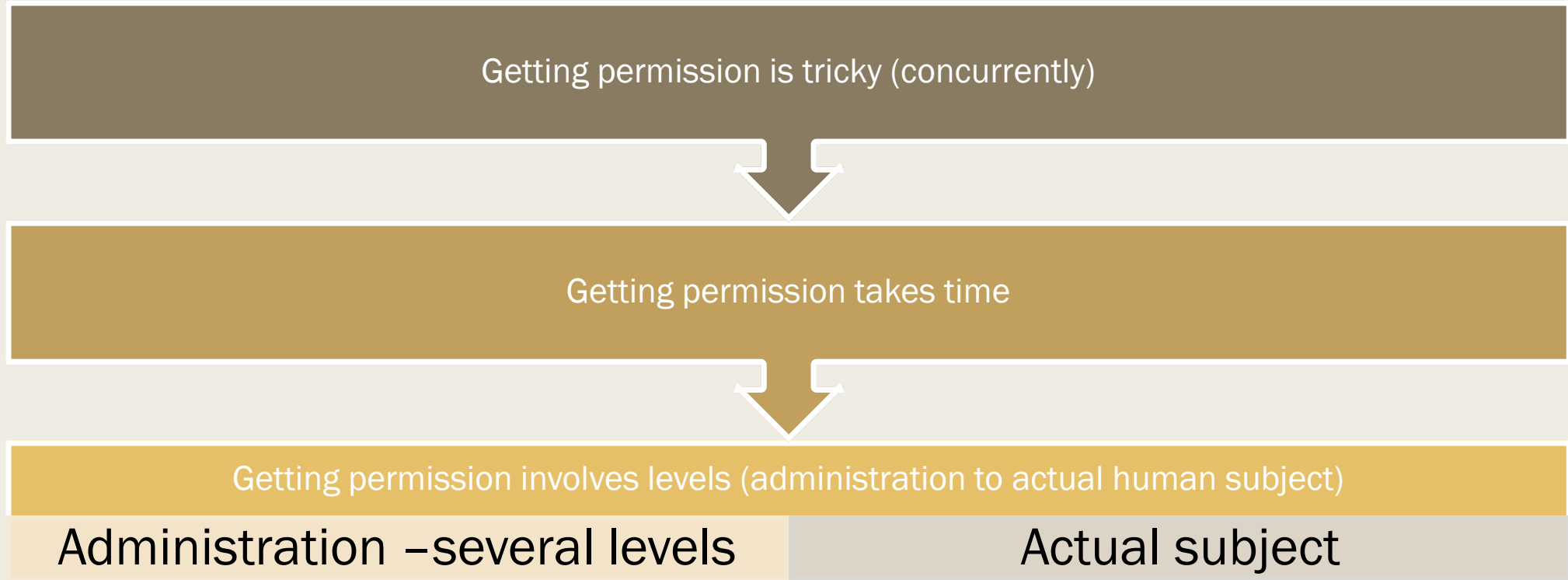
- Research questions evolving from the literature review are:
- RQ1: What makes breastfeeding meaningful to low income mothers in West Virginia?
- RQ2: What makes breastfeeding meaningful to lactation consultants/breastfeeding counselors working in West Virginia?
- RQ3: What is meaningful in the lactation consultant/breastfeeding counselor—WIC participant relationship?
- RQ4: What influence does lactation counseling have on the breastfeeding decisions of WV WIC participants?
- RQ5: Is there an identifiable cultural response to breastfeeding in North-Central West Virginia?
- RQ6: Does the amount of time a lactation consultant/counselor spends with a WV WIC client influence the client breastfeeding decisions?
-
-

MEANWHILE IN...



8 AM LECTURES

Permission to collect data



Data Collection

- “Participants were recruited using a purposive sampling technique from Singapore General Hospital Neonatal Department between January and March 2012. The inclusion criteria were first time mothers who had non-complicated normal vaginal delivery (spontaneous delivery of full-term babies, requiring little medical intervention), delivered a healthy baby without any medical conditions, and initiated breastfeeding while in the hospital. Exclusion criteria were first time mothers who underwent caesarean section, and/or could not breastfeed for medical reasons. In accordance with the qualitative descriptive approach, the criterion of saturation (whereby no new information emerges with the addition of new cases)20 was used to determine the sample size. Data saturation was achieved by the tenth interview” (Choo & Ryan, 2016).

Data Analysis/Results

- “All recorded data from the interviews were fully transcribed verbatim; the qualitative content analysis method was used to summarise the informational contents of the data. Data analysis was conducted by both authors and performed simultaneously with data collection. Themes and categories were formed after the first two interviews. Subsequent information gathered was fitted into the categories and some new categories were formed.²¹ This was to inform each following interview and to detect that there were no new themes emerging. To ensure the trustworthiness of the analysis, both authors independently read all the transcripts multiple times to analyse the text. When there were disagreements on interpretations, both authors returned to the transcript to remain close to the participants’ expressed meanings. NVIVO 10 (QSR International Pte Ltd, Doncaster, Victoria, Australia) software was also used to aid in the analysis” (Choo & Ryan, 2016).

Share results



Organizations—drive change/decisions



Publications



Conferences-regionally, nationally
(posters, presentations, workshops)

ILCA submission deadline [Site opens Nov 1, closes December 13, 2019]

USBC submission deadline [no details yet; Convening June 2020]

USLCA submission deadline [April/May 2021]

Local conferences