

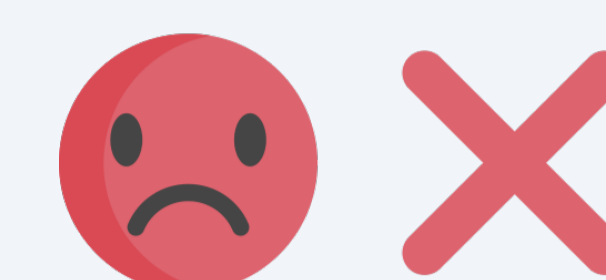
A qualitative approach to understanding needs and capabilities for poultry health management in Indonesia

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Benefits and challenges of qualitative approaches for epidemiologists



- Increasingly recognized for identifying the incentives and barriers to behavioural changes and facilitating the design and implementation of health intervention.
- Can complement epidemiological studies by providing insight into the socio-cultural, economic and political determinants of disease dynamics.



- Can be conducted following a variety of philosophies, theories and methods, making a confusing terrain for novice researchers.
- Procedures to demonstrate scientific rigour and transparency are different from those used in quantitative research and may be challenging to comprehend.

Objectives

- Develop a framework to explore stakeholders' needs and capacities for animal production and health management
- Provide a worked example to help epidemiologists understand the principles for designing, conducting and reporting qualitative studies in animal health

Our worked example

- A qualitative study of stakeholders' needs and capabilities for poultry health management in Indonesia
- Aim to identify barriers and opportunities to improve health management in the Indonesian poultry sector
- Based on semi-structured interviews of stakeholders at various levels of the value chain

1. Clarify your paradigm

The **paradigm** entails particular assumptions about the nature of reality (ontology) and knowledge (epistemology).

→ We adopted an **interpretivist paradigm** that prioritizes "empathic understanding" of the people's lived experiences and the meaning they assign to them.

Interpretivism

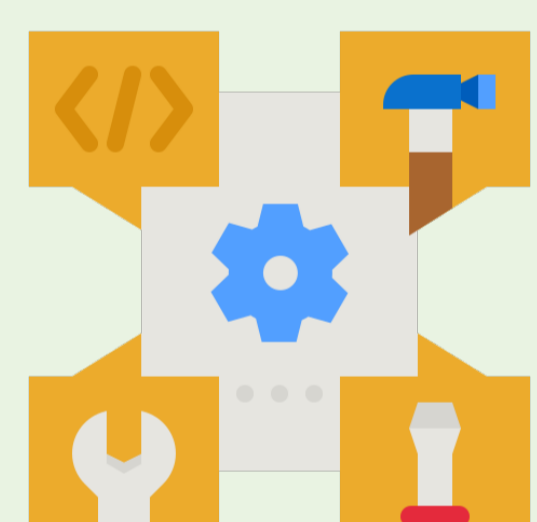
Positivism



Post-modernism

Pragmatism

2. Select your methodology and methods



The **methodology** is the framework that guides how to frame the research question and decide which **methods** (i.e., practical tools) to use to collect and analyze data.

→ We conducted a **thematic analysis of interview transcripts** to explore the lived experiences of poultry stakeholders at various levels of the value chains.

3. Immerse yourself in the data

Familiarization involves going through the entire dataset to achieve an in-depth understanding of the data. It can be done in the form of manual transcription, listening to audio recordings or videos, etc.

→ Interview transcripts were transcribed, translated into English, read several times, and annotated with contextual information.



4. Conduct the analysis

Identification and **interpretation** of all information related to the research question are generally conducted through **iterative cycles of analysis**.

→ The entire dataset was coded following an **"open-coded" iterative approach**, leading to the identification of five main themes.

"Only big companies can survive because they have a lot of money. It's quite challenging to be a farmer in Indonesia"

"I don't want the population to grow. The important thing is that I can still exist"



5. Write the report

The **theoretical assumptions** and **research process** should be clearly stated along with the results to allow readers to assess the validity of the interpretation and applicability to other contexts

→ Themes were described with their accompanying narratives. A **codebook** was developed to provide a clear audit trail and **quotes** were included to illustrate how interpretations are rooted in the data.



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