



Asia-Pacific Research Forum

Qualitative Research Skills – From Conceptualisation, Conducting Interviews & Coding



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Professor Sazlina Shariff-Ghazali is a family physician with Universiti Putra Malaysia (UPM) and an Advisory Board Member for Exercise is Medicine Malaysia. She is also a research associate with the Malaysian Research Institute of Ageing.

Her research interest includes supported self-management of non-communicable diseases, patient empowerment, health literacy, medical gerontology and e-health. She has reviewed for national and international academic journals in the areas of family medicine, geriatric health and clinical research. She is an associate editor of the Malaysian Family Physician Journal and a reviewer for Universiti Putra Malaysia Putra Research Grant and Ministry of Higher Education Fundamental Research Grant Scheme.



Dr. Carmen WONG

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Dr. Carmen Wong is an Associate Professor of Medical Education and Family Medicine, The Jockey Club School of Public Health and Primary Care and the Assistant Dean (Education) at The Chinese University of Hong Kong.

Dr. Wong graduated from the Cardiff University School of Medicine (UK) with a bachelor degree in Psychology (BSc) and in Medicine (MBBCh). Dr. Wong is a member of the Royal College of General Practitioners (UK). She is a fellow of the higher education academy and obtained a Master of Science of Clinical Education (Edinburgh, UK).

Dr. Carmen Wong is the coordinator of Doctor and Patient course, Clinical Communications course and Family Medicine module, Faculty of Medicine. She is a member of the Senate committee of Language enhancement and Hong Kong Teaching Excellence Alliance (HKTEA). She received the Faculty Teaching Award, University Education Award and the prestigious University Grants Council (UGC) Education award in 2020.

Educational research interests include use of online learning and learner wellbeing and development. She has obtained numerous teaching grants. Her works include the development of electronic educational tools such as the CUHK medical audio glossary for health professionals, blended and experiential learning in clinical communication skills, social responsibility and interdisciplinary curriculum design and implementation. Dr. Wong continues to practice as an honorary resident of the Hospital Authority in Family Medicine and is Director of the Centre of Research and Promotion in women's health.



Dr. Sabrina WONG

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Dr. Sabrina Wong is currently a Consultant Family Physician in National Healthcare Group Polyclinics. She is also an Associate Director of Clinical Services and the chief examiner of the Family Medicine Examination Committee.

Her areas of interest include developing innovative chronic care models for better health outcomes, supporting patient empowerment and medical education assessment.

This session will be an immersive experiential workshop in qualitative research skills led by members of a regional collaborative project of the Asia-Pacific Academic Primary Care Group (AAPCG). This intensive workshop aims to equip participants with the knowledge and skills in conducting qualitative research. Participants will experience the research process: from consent to online group interview and dynamics. Using this experience, speakers will provide tips on qualitative research from conceptualisation through to coding and analysis.

The session will be divided into four parts:

1. Basics of qualitative research: Defining research questions and methods
2. Focus group interview experience
3. Debrief & Tips for group and online interviewing
4. Coding and Analysis