

18th International Conference on

Nursing & Healthcare

December 05-07, 2016 Dallas, USA

Creativity and innovation in focus groups: A storyboard approach

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The authors of this paper argue for the potential of creative, innovative approaches in nursing research which aim to mine experience, understanding and perspectives on a range of nursing issues. This paper therefore presents a creative, participatory approach to generating conversation in focus group discussions using storyboards. It will present real life visual data drawing on the authors' own experiences of novel methods in qualitative research. This research has been conducted with vulnerable young women needing specialised support. Creative qualitative approaches can generate richer, more in-depth data and promote a more empowering, participatory form of research giving voice to those who are relatively excluded or marginalised. A feminist perspective underpins the approach taken and this will be explored in more detail highlighting the importance of the co-production of knowledge and the participant as an equal partner in the research process. The advantages and disadvantages of using storyboards in qualitative research will also be considered. Namely a feminist approach to research. The data collection method is then described in detail outlining each stage of the process step by step.

Conclusion: Using creative techniques within more traditional qualitative approaches may lead to further in-depth data as well as increased participation. Such approaches could be of value in nursing research in which patients, clients and service user perspectives are often vitally important.

Biography

Ruth Cross is Acting Principal Lecturer in Health Promotion at Leeds Beckett University and Course Director for the MSc Public Health Promotion. She has researched and published widely in the field of health promotion, is a member of the Centre for Health Promotion Research in the Faculty of Health and Social Sciences and is co-editor of the International Journal of Health Promotion and Education.

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