<table>
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<tr>
<th>Method</th>
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<th>Strengths</th>
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| Key Informant       | Gather breast health information from within a specified geographic region from a limited number of well connected and informed community leaders and health professionals. | • Explore topics in-depth.  
• Yields detailed-rich data and new insights.  
• Allows informants to clarify issues as needed.  
• Provides an opportunity to strengthen and build relationship with communities.  
• Allows interviewer flexibility in administrating interview to particular individuals or circumstances.  
• Allows interviewer to explain or clarify questions.  
• Inexpensive and fairly simple to conduct. | • Selecting the “right” informants may be difficult (from diverse backgrounds and viewpoints.  
• May be challenging to schedule interviews.  
• Difficult to generalize results to larger population.  
• Can be hard to analyze and compare.  
• Potential interview bias.  
• Requires well-qualified, highly trained interviewers.  
• Flexibility may result in inconsistencies.  
• Interviewee may distort information through recall error, selective perceptions, or desire to please interviewer. | • Time  
• Travel time  
• Telephone cost  
• Skilled interviewer(s)  
• Scripts  
• Questionnaire  
• Recorder and/or note taker  
• Consent forms |
| Informant Interviews| Understand the attitudes and beliefs of survivors and co-survivors on breast cancer issues.  
|                     | Gather information from people with diverse backgrounds and opinions and be able to ask in-depth and probing questions.  
|                     | Get respondents’ to openly discuss a topic.  
|                     | Obtain a better understanding of breast cancer statistics and how they translate in the community.  
|                     | Gathering information when cultural barriers make surveys or focus groups difficult.  
<p>|                     | Examining specialized systems or processes. | | |</p>
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<td>Focus Groups</td>
<td>• Looking for a range of ideas, beliefs, or feelings that people have about something. • Uncover factors that influence opinions, behavior or motivation. • Trying to understand differences in perspectives between groups or categories of people. • Identify barriers and ways to overcome them. • Information is needed to shed light on quantitative data already collected. • High value placed on capturing the comments or language used by the target audience.</td>
<td>• Can be done inexpensively if done in-house. • Can quickly get information about needs, community attitudes and norms. • Efficient way to range and depth of information in a short time. • Captures detailed-rich, in-depth data. • Encourages and stimulates individuals to share more openly. • Strengthens relationship with communities.</td>
<td>• Requires a good facilitator. • Can be expensive, especially if a facilitator needs to be hired. • Responses can be hard to analyze. • May be challenging to recruit participants in target communities. • Need to schedule several sessions to capture diversity. • Difficult to generalize to the larger population.</td>
<td>• Time • Skilled facilitator (s) • Script • Incentives • Food • Recorder and/or note taker • Consent forms</td>
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<td>Surveys</td>
<td>• Gather information from community providers and/or residents about service delivery gaps, needs and barriers. • Support, expand, or better understand statistical or community data you already have. • Gather information from community providers and/or residents on behaviors, beliefs or attitudes. • Determine the level of knowledge that community providers and/or residents have on a particular issue.</td>
<td>• People may feel more comfortable sharing in anonymous way. • Can reach more people and have larger sample size. • Can be done quickly.</td>
<td>• Can be expensive • Response rates usually low. • No opportunity to clarify questions. • Hard to get representative sample size. • Difficult to generalize responses.</td>
<td>Depending on the type of survey: • Time • Knowledge of survey development • Paper, stamps, envelopes • Email or mailing addresses • Telephone numbers • Trained interviewers • Data analysis skills</td>
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| Document Review | - Insight into what people think and do.  
- Information from different time periods.  
- Background information.  
- Validation of other data.  
- Gather information about an issue that may not be observable. | - Relatively inexpensive.  
- Unobtrusive.  
- May bring up issues not noted by others.  
- In the language and words of participants.  
- Ready for analysis without necessary transcription.  
- Information is already available. | - Difficult to locate and obtain and might not be available for public viewing.  
- Incomplete or inaccurate information.  
- Difficult to decipher the information.  
- May not match need in terms of locations, time period, or population.  
- Information could be biased due to selective survival of information. | - Time  
- Trained person that knows how to document needed information  
- Note taking checklist  
- Documents to review |
| Observations | - Explore interactions between individuals and how they communicate with each other.  
- Calculate how much time is spent on various activities.  
- Observe visual appearance of facilities.  
- Visually describe situation that informants may be unable or unwilling to share.  
- Experience events that have been described in interviews. | - Improves the quality of data collected by other methods.  
- Allows for detailed description of situations or events explained by informants.  
- Opportunities for viewing unscheduled events.  
- Record information as it occurs in a setting. | - Observer bias.  
- Limited availability of sites and situations where access is allowed.  
- Acceptance of observer in the community, setting (e.g. trust, discomfort, “outsider” label).  
- Time consuming. | - Time  
- Trained observer  
- Community or setting of interest  
- Fieldnotes guide  
- Consent form depending on setting |

Sources: