

latrobe.edu.au



All kinds of clever

'Methods For An Australian Public Health Research Project To Obtain Clinical Staff Perspectives Of Management Efficacy: Using Participative, Collaborative Ethnography'

Madeleine Kendrick – PhD Candidate
Twitter: @MIKendrick94

CRICOS PROVIDER 00112M

1

latrobe.edu.au

What I Did

Used Participative, Collaborative Ethnography during project design & recruitment

Twitter: @MIKendrick94



2

latrobe.edu.au

What I Found

- Direct communication led to greater accuracy
- Tailored project to stakeholder needs
- Greater engagement with target hospital
- Improved recruitment success

Twitter: @MIKendrick94



3

latrobe.edu.au

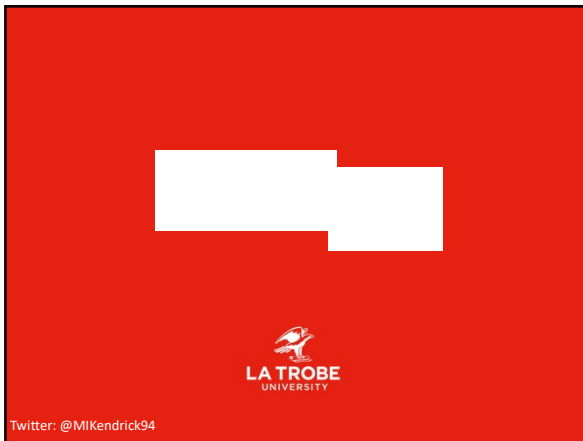
What I Learned

- Management and Medicine produce two different professional cultures
- Knowledge of these cultures impacts practitioners AND researchers


Twitter: @MIKendrick94



4



Twitter: @MIKendrick94



5
