

CONCEPT  
EXPLAINER

WHAT IS THE

# Q method?

swipe



01

## Ever wondered how to truly

understand different  
opinions within a group?  
That's where Q  
methodology comes in!  
It's a powerful research  
tool used in public health  
to dig deep into why  
people hold certain views,  
not just how many do.



02

## How does it work?

Participants are given various statements about a topic and asked to rank them from 'most agree' to 'most disagree'. This process is known as a Q-sort. It's all about capturing personal viewpoints.

swipe



03

## After the Q-sorts, researchers

analyse the rankings to find patterns and group similar opinions. This reveals distinct perspectives within the group, showcasing both shared and unique viewpoints.



04

## Q methodology is invaluable in

public health and population health research. It helps health organisations understand patient preferences, aids policymakers in grasping public opinions on health issues.

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05

## By providing a nuanced view

of complex issues, Q  
methodology gives voice  
to diverse perspectives,  
leading to more informed  
decision-making and a  
deeper understanding of  
the topics at hand.



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**Thanks  
for  
reading**

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