

Table 2. Methods of exploring barriers and enablers.

<i>Method</i>	<i>Advantages</i>	<i>Disadvantages</i>
Brainstorming team meeting	Simple to organise Allows contributions by all involved (as long as you remember to listen to quieter or minority views)	Risk of 'group think' and fixation on issues the group is comfortable discussing
Interviews with staff or patients	Can be structured to ensure good range of issues covered Allow deeper exploration of views, especially more sensitive issues that people may be less inclined to share in a group	Value depends on interviewer skills and analysis Take time to organise Tricky to ensure the right range of types of participants
Focus group of staff and/or patients	Allows detailed and structured exploration of issues if facilitated well Multiple views can be explored at same time	Needs facilitation skills, e.g. to moderate the impact of dominant views Can be difficult to get the right range of people to participate
Observation (e.g. videoing consultations)	Can allow understanding of 'real world' rather than hypothetical situations (observed actions may speak louder than words)	Logistically difficult to organise Can require a lot of observation to pick out specific clinical practices (e.g. prescribing decisions for hypertension) Intrusive, and people may change behaviour when observed
Surveys	Allow simultaneous assessment of a larger number of views and reported practices	Prone to response bias, resulting in less representative data Low response rates because of 'survey fatigue' What people say they believe and do may differ from actual beliefs and behaviour