OrthoVOICE: It’s about ‘education, fun, giving back’

Annual October event set for Paris & Bally’s Resort in Las Vegas

Enhanced social events and a focus on presenting outstanding clinical and entrepreneurial ideas in a fresh environment have attendees and event organizers preparing for another dynamic “social meeting” experience at the OrthoVOICE 2012, which takes place Oct. 11–13 at Paris & Bally’s Resort in Las Vegas.

Leading off with a sure-to-be entertaining and educational talk with Dr. Lysle Johnston, OrthoVOICE attendees are in for a wild ride of mind-stretching ideas for practice growth, according to organizers.

With a unique take on building the speaker lineup and creative social events, OrthoVOICE is set to be orthodontics’ most innovative and socially interactive meeting of the year, its organizers say.

“For OrthoVOICE, it’s about education, fun and giving back,” according to organizers. 

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Photo/ www.sxc.hu
What does it mean to ‘do research’?

Part two

By Dennis J. Tartakow, DMD, MEd, EdD, PhD, Editor in Chief

As Part I left off, the following outline and categories explain the differences between various research approaches.

• Quantitative research
  • Qualitative research
  • Phenomenology
  • Ethnography
  • Case study
  • Grounded theory
  • Historical
  • Mixed research

• Quantitative research — is research that involves an investigative approach that is often used in science, medical and dental milieu, it refers to the systematic and empirical investigation of a social phenomenon via statistical, mathematical or computational techniques and developing or employing mathematical models, theories and hypotheses pertaining to phenomena. The process of measurement is vital to quantitative research because it provides the fundamental connection between empirical observation and theory. It involves the analysis of any unstructured information, such as forms, photos and videos. It doesn’t just convey responses, e-mails, notes, feedback or history, law and psychology. A qualitative research study is used frequently of market research, which is any organized effort to gather information about customers or markets and often a very important aspect of business strategy. Qualitative researchers aim to gather insight into people’s attitudes, behaviors, value systems, concerns, motivations, aspirations, culture or lifestyles. It’s used to inform business decisions, policy formation, communication and research. Focus groups, in-depth interviews, content analysis, ethnography, evaluation and semiotics are among the many formal approaches that are used, but qualitative research also involves the analysis of any unstructured material, including customer feedback forms, reports or media clips. Collecting and analyzing this unstructured information can be messy and time consuming using manual methods. When faced with volumes of materials, finding themes and extracting meaning can be a daunting task.

Below are examples of five different types of qualitative research approaches:

  • Phenomenology — The researcher attempts to understand how one or more individuals experience a phenomenon. For example, interviewing widows and asking them to describe their experiences of the deaths of their husbands. Phenomenological research investigates various reactions to a particular phenomenon. It assumes some commonality to the perceptions of human beings and how they interpret similar experiences, seeking to identify, understand and describe these commonalities.

  • Ethnography — The researcher focuses on describing the culture of a group of people. Note that a culture is the shared attitudes, values, norms, practices, language and material things of a group of people. For example, deciding to live in Mohawk communities and study the culture and their educational practices.

  • Case study — The researcher focuses on providing a detailed account of one or more cases. For an example, studying a classroom that was given a new curriculum for technology use.

  • Grounded theory — This is an approach to generalization, developing a theory from data that the researcher collects. For example, collecting data from parents who have pulled their children out of public schools and develop a theory to explain how and why this phenomenon occurs, ultimately developing a theory of school pull-out.

  • Historical — These are research events that occurred in the past. For example, studying the use of corporal punishment in schools during the 19th century.

• Mixed research — is research that involves the mixing of qualitative and quantitative methods or paradigm

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Corrections

Ortho Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please report the details to Managing Editor Sierra Rendon at s.rendon@dental-tribune.com.

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By Sierra Rendon, Managing Editor

The Pacific Coast Society of Orthodontists will host its annual session in Monterey, Calif., from Oct. 4-7.

This year’s meeting will be the group’s centennial celebration, “A Century of Smiles.” Founded in 1912, the group was created to serve members in the region through educational programs, professional publications and advocacy. The group is one of the oldest and largest constituents of the AAO and serves members from Alaska to Hawaii, in the United States and Canada; it includes more than 2,800 members in 11 states and provinces.

“As we celebrate ‘A Century of Smiles,’ we will be honoring all those members and great leaders who came before us,” said PCSO President Dr. Robert Merrill. “The 2012 PCSO Annual Session in Monterey is an event every PCSO member and staff will want to attend.”

Dr. Bryan Williams, PCSO president-elect, is the general chair for the meeting, and under his direction, the team of Dr. Glenn Sameshima (doctor’s program) Drs. Jahnavi Rao and Aaron Molen (staff program) and Drs. Tim Auger and Chad Cassady (local arrangements) put together a program that will feature current topics in orthodontics and an insightful look back at the group’s 100-year history, as well as changes in orthodontics during the last century.

PCSO organizers anticipate a large exhibit hall showcasing many vendors and special offers for attendees. Additionally, the planning committee has included new features — including the launch of a digital version of the PCSO Bulletin, which was recently approved by the PCSO board of directors.

Another highlight of the meeting will be the president’s lecture on Friday afternoon. Dr. David Turpin, past editor of the PCSO Bulletin and the AJO-DO, will present a retrospective view of the last 100 years of PCSO and of the orthodontic profession. Also, that afternoon, PCSO awards will honor current leaders and also recognize the contributions of Phil Rollins, PCSO executive director from 1985-2007.

Immediately after the president’s lecture, PCSO will hold a beach party in which attendees will eat, dance, play, share memories and celebrate the rich history of PCSO together.

“Celebrating — and learning — together. That is what the PCSO Annual Session is all about,” Merrill said. “I look forward to seeing you in October!”

For more information and a program schedule, visit pcsortho.org.

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Head to the coast of California to join the PCSO for its 100th annual meeting from Oct. 4-7 in Monterey, Calif.

*Photo: www.sxc.hu*