

SUBJECT:

Qualitative Research Methods

HOURS:

10

ECTS:

Name/title of the author:	
Course Description:	<p>In this course you will be introduced to the origin and philosophies of the qualitative methods. You will learn about the qualitative way of thinking, but also about some qualitative research practice, such as: data collection, description, analysis and interpretation. You will gain hands on experience with interviewing and analysis of qualitative data using statistical software. We will also discuss and compare different types of analysis and interpretation.</p>
Learning Outcomes (Goals and Objectives of the course):	<p>Student will leave this course with:</p> <ul style="list-style-type: none">✓ An understanding of the main qualitative perspectives;✓ An awareness of the range and limitations of qualitative approaches;✓ An understanding of qualitative methods;✓ The ability to apply these perspectives and methods to analyse real problems;✓ An excellent foundation for further study
Entrance qualifications:	-
Course Content:	<p>Part 1: Introduction</p> <ul style="list-style-type: none">• introduction to qualitative methods• philosophy of qualitative approach(es)• differences between qualitative versus quantitative approaches• mixed-methods• history of qualitative research• qualitative research process <p>Part 2: Data collection techniques</p> <p>(A) Interviewing</p> <ul style="list-style-type: none">• difference between structured and qualitative interview• types of interviews• scenario• asking questions• conducting interview• projective techniques <p>(B) Visual analysis</p> <ul style="list-style-type: none">• assumptions• research strategies• analyzing the visual

(C) Text analysis

Part 3: Sampling

- purposive, theoretical samples
- sample matrix
- sample size

Part 4: Data analysis

- data in qualitative research
- examples of qualitative approaches
- qualitative analysis – steps

Part V: Validity and reliability

- the problem of generalization in qualitative research
- validity – definition and assessment
- reliability – definition and assessment

Assessment policy
(examination):

individual small projects

Literature (basic):

Vanderstoep S. W., Johnston D. D. (2009), Research Methods for everyday Life. Blending Qualitative and Quantitative Approaches, Jossey-Bass:

a. Chapter 8 – Planning your qualitative study: design, sampling, and data analysis, pp. 181 – 197

b. Chapter 9 – Qualitative research methods: ethnography, phenomenology, case study, textual analysis, and applied research, pp. 199 – 211

c. Chapter 10 – Qualitative research tools: interviewing, focus group, and observation, pp. 211 – 242

d. Chapter 11 – Presenting your research findings

e. Appendix B (A sample manuscript from a qualitative study), pp. 283 – 299.

Course
materials/bibliography:

Extra reading (recommended literature):

Carson D., Gilmore A., Perry Ch., Gronhaug K. (2001), Writing Qualitative Research Reports [in:] Qualitative Marketing Research, SAGE Publications Ltd: London.

Gourlay L. (2010), Multimodality, visual methodologies and higher education [in:] Savin-Baden M., Howell Major C. (ed.), New approaches to qualitative research. Wisdom and uncertainty, Taylor & Francis e-Library

Have P. (2004), Understanding Qualitative Research and Ethnomethodology, SAGE Publications Ltd: London, pp. 56-86.

Moisander J, Valtonen A. (2006), The 'Cultural Turn' in Marketing and Consumer Research [in:] Qualitative Marketing Research, SAGE Publications Ltd: London.

Supporting materials: Materials developed by the lecturer, literature (not

obligatory) and others are shared with students (google drive).

Methods of Instruction:

Presentation with the use of MS Power Point slides

Team work

Case studies

Discussion

Computer laboratories