Module A3 – Gathering Qualitative Data

Overview

Purpose
The purpose of this module is to provide an introduction to how and why qualitative research approaches are used. It will outline the qualitative research process and provide some practical skills in qualitative data collection techniques.

Learning objectives
On completing this module, participants will be able to:

1. understand the value and applications of qualitative research
2. recognise good qualitative research design and practice
3. understand a range of qualitative research methods and assess the appropriate research contexts for their use
4. develop qualitative interviewing and focus group guides
5. understanding of the ethical requirements of qualitative research
6. conduct interviews and focus groups for research.

Who should attend, and module pre-requisites
This module is designed for policy officers and academics who need to read, understand and critique research or reports that use qualitative data literature or methods. This module will also benefit those who need to design and conduct qualitative research. Little or no prior knowledge of qualitative research methods is assumed in this course. Individuals who require a basic, application based introduction to qualitative research methods would benefit from this course.

Topics covered

Session 1
a) What is qualitative research and why do it?
b) The qualitative research process
c) Qualitative research techniques (interviews, focus groups, observation, document analysis)
d) Selecting research participants

Session 2
e) Developing interview and focus group guides
f) Conducting ethical research
g) Practical exercise: Interviewing practice