Module A3 – Gathering Qualitative Data

Overview

Purpose

The purpose of this module is to provide you with an understanding of when to use qualitative research and how to approach the research process. The workshop will provide practical skills and useful tips that you can use in preparing for, gathering and analysing your data.

Learning objectives

On completing this module, participants will be able to:

1. understand the underlying theory, value and applications of qualitative research
2. recognise and be able to apply 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. conduct interviews and focus groups for research
6. analyse and write up qualitative data

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, conduct and analyse 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

Day 1

a) Research paradigm
b) Research approaches
c) Qualitative research process (research question development, data collection, ethics, logistics)
d) Interview skills and practice

Day 2

a) Focus group facilitation skills and practice
b) Participant observation skills and practice
c) Theoretical approaches and quality of qualitative research
d) Analysis and writing up of qualitative data