



U A L I T A S

Qualitative Research

Free presentation (webinar)

Language: English

Duration: 1 hour

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Introduction

This webinar provides an introduction to qualitative research, from the creation of research questions, designing a study, various ways of collecting qualitative data, analysis strategies, and the production of the final report.

Objectives

1. Teach the fundamental principles of qualitative research
2. Present a brief introduction to the most common qualitative methodologies and data collection and analysis methods
3. Provide some advice for conducting good quality research and publishing qualitative studies

Requirements

This webinar is taught using GoToWebinar, an online video conferencing system. To participate in the webinar, a high-speed Internet connection is necessary, as well as a microphone and speakers connected to the computer. A wireless Internet connection is not recommended.



Outline

- I. What is qualitative research?
- II. Planning and designing qualitative research
- III. Conducting a literature review
- IV. Constructing a conceptual framework
- V. Qualitative research methodologies
- VI. Interviews, focus groups, and other methods of collecting qualitative data
- VII. Qualitative analysis strategies
- VIII. Writing analytic memos
- IX. Making sense of the data
- X. Quality criteria
- XI. Displaying the data
- XII. Writing and publishing qualitative research