

Introduction to Qualitative Research

Synchronous (live online) course

Language: English

Duration: Three days (two hours each day)

Requirements: Basic knowledge of Windows/Mac. A personal computer with ATLAS.ti 9 Windows/Mac installed (demo or full version) The course is taught through the Zoom platform.

Materials: Participants will be provided with PowerPoint slides with detailed notes. In addition, each participant will receive an official certificate from the ATLAS.ti Academy for their participation in the course.

Instructor: Ivana Radivojevic, Project Coordinator for ATLAS.ti & Senior Professional Trainer of ATLAS.ti (ivana.radivojevic@atlasti.com)

Introduction

This course provides a broad introduction to conducting qualitative research, from the very beginning of elaborating research questions and study designs, to the various qualitative data collection methods, all the way through to qualitative analysis and writing up the final report. Throughout the course, the importance of critical reflection is emphasized, both for the analysis of qualitative data as well as for the relevant ethical and philosophical considerations. The main objective of this course is to arm participants with necessary knowledge that can be flexibly applied to carry out high-quality qualitative research in any discipline.

Materials

Participants will be provided with the class presentation slides with detailed notes. In addition to this, each participant will receive an official ATLAS.ti certificate.

Course objectives

1. Learn the fundamentals of qualitative research
2. Show the most common qualitative methodologies and data collection and analysis methods
3. Explain how to conduct a good qualitative analysis and how to publish a qualitative article

Methodology

The course contents will be taught through a live online discussion of the various aspects of qualitative research. Participants can interact in real time with the instructor to ask questions (using the camera and microphone of the computer and/or by writing in the chat). The course contents will be presented following the outline below, but each class will also have brief intervals for participants to practice applying the different contents being discussed. Following each class, participants will receive the class slides and a practical exercise where they can spend more time practicing with their own qualitative research project.

Outline

Day 1

- Fundamentals of qualitative research
- Planning and designing qualitative research
- Qualitative research methodologies
- Carrying out the literature review
- Building a conceptual framework

Day 2

- Data collection methods: Interviews
- Data collection methods: Focus groups
- Other qualitative data collection methods
- Transcribing the data
- Qualitative analysis strategies
- Writing analytical memos

Day 3

- Visualizing the data
- Making good sense of the data
- Quality criteria
- Writing, communicating and publishing qualitative research