



# Qualitative Methods

WHAT QUALITATIVE RESEARCH IS, AND WHAT IT IS NOT

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# Some practicalities

- ▶ Schedule
- ▶ Assignments
- ▶ Learning opportunities
- ▶ Studium and online activity



Day	Time	Room	Theme	Teacher
<b>Week 39</b>				
<b>29/9</b>	9.15-10	B153	Introduction	LW/AT
	10.15-12	B153	Research Alive	LW
	13.15-15	B153	Research Process	LW
<b>30/30</b>	9-12		Watch movie "The Raft"	
	13-15	B153	Doing fieldwork: Ethnography	AT
<b>Week 40</b>				
<b>7/10</b>	9.15-13	ZOOM	Grounded Theory and Coding, introduction and group work	AT
	14-16		Time for observation	
<b>Week 41</b>				
<b>12/10</b>	10.15-12	B153	Doing fieldwork: Interviews and interviewing	LW
	13.15-16	B153	Group Work "Doing ethnography: The Raft and other examples"	
<b>13/10</b>	9.15-11	B153	Evaluating Qualitative work	LW
	11.15-15 (incl. lunch break)	B153	Observations, discussion	AT
<b>14/10</b>	9.15-12	B153	What is a case? Doing case study research	AB/SÅ
	13.15-15	B153	Research ethics in practice	WB
<b>Week 43</b>				
<b>27/10</b>	10.15 -12	B153	Writing and publishing qualitative work	LW
	13-15	B153	Group work, publishing	LW
<b>28/10</b>	9.15-12	B153	Report on Project work	LW
	13.15-15	B153	Wrap-Up	LW/AT

# Assignments

- ▶ Readings and preparations for each session, see Study Guide
- ▶ Active participation
- ▶ A course project
- ▶ A course paper



# Nota bene! observations

- ▶ 1 hour observation of a social situation
  - ▶ Look for patterns
  - ▶ Reflect on your own position vis-a-vis the cultural setting you are studying
  - ▶ Consider ethical dimensions
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- ▶ Due October 13, morning 8 AM
  - ▶ Discussion on October 13


# A suggestion...

- ▶ **STRONGLY ENCOURAGED!**
- ▶ Keep a reading log/research diary of your reflections relating to the course assignments and readings. Preferably, write some notes when preparing for each seminar, and some notes after each week's seminars. Try to reflect on what you learned from the readings and from the discussions. You will find this useful both to track your learning, but also as you complete the course paper at the end of the course!



# Why diary?

- ▶ Log of events and actions
- ▶ Repository of thoughts, emotions and reflections
- ▶ Memory
- ▶ Trace methodological decisions
- ▶ Track progress
- ▶ Time and space for reflexivity

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- ▶ Nadin, S. & Cassell, C., 2006, "The use of a research diary as a tool for reflexive practice: Some reflections from management research", *Qualitative Research in Accounting and Management*, 3(3): 208-217.
  - ▶ Engin, M. 2011, "Research Diary: A tool for scaffolding", *International Journal of Qualitative Methods*, 10(3): 296-306.



# EXAMINATION

## ▶ A course project

- ▶ Practice working with and analysing data
  - ▶ A small dataset
  - ▶ Manual or software supported coding and analysis
- ▶ A short report, maximum 5 pages
- ▶ Submit in Studium by October 26.

## ▶ A course paper

- ▶ A reflection of your relation to qualitative methods
  - ▶ A reflection of a qualitative piece (paper/chapter) from a methods perspective
- ▶ Maximum 3000 words
- ▶ Submit in Studium by November 4

# Some base rules

- ▶ Active participation
  - ▶ Classroom and Zoom sessions
  - ▶ Group discussions
  - ▶ Group work/assignments
- ▶ When on zoom: Camera on!



# Who we are? 1 minute presentations!

1. University?
2. Dissertation topic?
3. Qualitative and/or quantitative methods? If so, what type?

# Break?






# Now...

- ▶ What is qualitative research?
- ▶ Complementarities of qualitative and quantitative methods
- ▶ The importance of CHOICE(S)

# Three Fundamental Questions

1. Why and when should I apply a certain method?
2. How do I DO IT, for real?
3. How do I write it up?





► What are  
qualitative  
methods for you?

# Qualitative vs. Quantitative

- ▶ Text and images
- ▶ Flexible
- ▶ Subjective
- ▶ Value-based
- ▶ Speculative/exploratory
- ▶ Grounded
- ▶ Case
- ▶ Numbers
- ▶ Stable, replicable
- ▶ Objective
- ▶ Value-free
- ▶ Hypothesis-testing/"proof"
- ▶ Abstract
- ▶ Survey, large-N

Is this a reasonable distinction?



# MIND THE DIFFERENCE...

- ▶ Methodology = deals with the philosophical assumptions underlying the research process (epistemological and ontological)
- ▶ Method = a specific technique for data collection under those philosophical assumptions.

# Qualitative approach

- ▶ A qualitative methodology approach holds:
  - ▶ A way of working
  - ▶ A strategy for data gathering and knowledge development
  - ▶ A particular model of knowledge
- ▶ Qualitative methods are not/should not be:
  - ▶ "everything that is not quantitative"
  - ▶ An excuse for not having a research design

**Design – Data gathering – Analysis – Theory –  
Result**



# Plenty of Choices!

## ▶ **Design**

- ▶ Experiment (quasi-experiment)
- ▶ Case
- ▶ Cross-sectional
- ▶ Longitudinal
- ▶ Comparisons

## ▶ **Techniques for gathering data**

- ▶ Observations
- ▶ Interviews
- ▶ Surveys
- ▶ Documents/text
- ▶ Truth seminars
- ▶ Focus groups

## ▶ **Systematic data analysis**

- ▶ Grounded theory
- ▶ Content analysis
- ▶ Discourse analysis
- ▶ Narrative analysis
- ▶ Conversation analysis

## ▶ **Presentation of results**

- ▶ Essays?
- ▶ Monograph?
- ▶ Criminal story?
- ▶ Papers?
- ▶ Book chapters?
- ▶ Combine with other's data?
- ▶ Visual presentation

# How to choose?

- ▶ Choice of method and design guided by:
  - ▶ Research question
  - ▶ Theoretical framework
  - ▶ Type of empirical field
  - ▶ Types of explanations sought
  - ▶ Values and experiences
  - ▶ Practical considerations (time, access...)
  - ▶ Ethical issues
  - ▶ Ontology
  - ▶ Epistemology
- ▶ With every alternative follows a set of assumptions, possibilities and limitations!





We hope you will enjoy the course!