Qualitative Research Methods Workshop

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Date: May 11, 2023 (Thursday)
Time: 2:30pm - 5:20pm
Venue: Main Campus, HKU

Overview
This workshop is provided for research postgraduate students who would like to learn more about practical knowledge and skills in research design, data collection and analysis in qualitative research. In this workshop, different sample qualitative research methods will be introduced. Participants will attend the exercises for designing research questions and planning for data collection and analysis. The workshop is structured as a mixture of interactive instruction and hands-on work.

Learning Outcomes
By the end of the workshop, students should be able to:
- familiarize themselves with common qualitative research designs and methods
- exercise research design, data collection, and data analysis in qualitative research

Learning Activities
Part 1 (10 minutes): The instructor will provide five to six research topics that are widely known in qualitative research across the fields (i.e. consumer behaviours in online marketing, attitudes to chronic disease, traumatic experience natural disaster, social and emotional isolation during the COVID lockdown, uses of social media and its impact on the people's lives). Participants can choose one of the research topics given by the instructor, based on their interests, and form groups of three or four, based on the selected research topic. All the group exercises will be shared in Google Drive or One Drive and shared on the classroom screen.

Part 2 (30 minutes): Students will design research questions based on the selected research topic. The instructor will share the research questions to the class and provide feedback on how to write research questions in qualitative research. A brief lecture on writing good research questions in qualitative research will follow.

Part 3 (50 minutes): Students will discuss the data collection plan using qualitative research methods, including document analysis, individual interviews, focus group interviews, and observation. They should design a concrete data collection plan, including the number of research participants and considerations (sampling strategy), timeframe, tools for data collection, and ethical considerations. A brief lecture about different data collection strategies in qualitative research will end this part.

Part 4 (50 minutes): Students will discuss the data analysis plan using qualitative research methods. They will decide on the types of analysis and coding strategies. They will present the expected findings and discuss the data categorisation and interpretations. Some supplementary materials of qualitative data will be provided to help students exercise the data analysis. A brief lecture about different data analysis strategies in qualitative research will be given.

Part 5: (30 minutes): Students will discuss the process of data triangulation and trustworthiness. They will design strategies to improve the validity and trustworthiness of their findings. The instructor will emphasize the importance of triangulation and conclude the workshop by explaining the ontology and epistemology of qualitative research.