

# Qualitative Research Methods Workshop I: Research Design and Data Collection

Professor Jisun Jung

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**Date:** May 17, 2024 (Friday)

**Time:** 2:30 p.m. - 5:20 p.m.

**Venue:** Main Campus, HKU

## Overview

This workshop is provided for research postgraduate students who would like to gain advanced knowledge and skills in qualitative research design and data collection. In this workshop, students will be asked to consider which qualitative research design and data collection techniques are appropriate for which research questions. Students will be asked to make concrete data collection plans, including interviews and observations. They will also be required to develop interview protocols and observation notes.

## Learning Outcomes

- Understand different qualitative research designs and choose the appropriate design for exemplary research questions
- Acquire skills to plan for data collection in qualitative research
- Exercise to design interview questions and observation focuses



## **Learning Activities**

Part 1 (10 minutes): The instructor will provide four to five examples of research topics that are widely known in qualitative research across the fields (i.e. consumer behaviours in online marketing, attitudes towards chronic disease, traumatic experience from natural disaster, uses of social media and its impact on the people's lives). Students can choose from one of the given research topics based on their interest or suggest their own research topic. They will form groups (three to four students per group) based on the selected research topic. All group exercises will be shared in One Drive and shared on the classroom screen.

Part 2 (30 minutes): Students will design the research questions based on the topic. The instructor will share the research questions with the class and provide feedback on writing 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 the data collection, and ethical considerations. A brief lecture about qualitative research methods' data collection strategies will follow.

Break (10 minutes)

Part 4 (40 minutes): Students will design the interview questions individually. They will also be asked to develop an observation focus of the research site (the instructor will provide an observation site as an example if they do not have an observation aspect in their design). The instructor will provide a brief lecture about the different types of questions, good and bad examples of interview questions and developing observation focus.

Part 5 (30 minutes): Students will be asked to assess interview questions within the group and revise the questions and observation notes. They will revise the interview questions and observation notes as a group.

Part 6 (10 minutes, wrap up): The instructor will provide final comments on qualitative research design and data collection.

