

Qualitative Research Methods Workshop: Research Design and Data Collection

Professor Jisun Jung

Date: December 11, 2024 (Wednesday)

Time: 6:30 p.m. - 9:20 p.m.

Venue: Main Campus, HKU

Overview

This workshop is provided for research postgraduate students who expect to learn more about 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
- Plan the 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 to chronic disease, traumatic experience natural disaster, uses of social media and its impact on the people's lives). The participants can choose one of the research topics the instructor gave based on their interests. (Alternatively, they may suggest their research topics). The instructor will form the group based on the selected research topic (the number of each group will be considered for three to four students). All the group exercises will be shared in One Drive on time and shared on the classroom screen.

Part 2 (30 minutes): The 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): The 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 will follow, focusing on qualitative research methods' different data collection strategies.

Break (10 minutes)

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

