

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

Professor Jisun Jung

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**Date:** May 23, 2025 (Friday)

**Time:** 6:00 p.m. - 9:00 p.m.

**Venue:** Main Campus, HKU

## Overview

This workshop is designed for research postgraduate students who wish to enhance their understanding of advanced knowledge and skills in qualitative research design and data collection. During this workshop, students will be prompted to determine the appropriate qualitative research design and data collection techniques for specific research questions. They will be tasked with creating detailed data collection plans, which may involve conducting interviews and observations. Additionally, students will need to develop interview protocols and observation notes as part of the workshop activities.

## 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 that 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 students in each group will be considered for three to four students). All the group exercises will be shared in Mentimeter 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 the different data collection strategies of qualitative research methods.

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 the qualitative research design and data collection.