

Qualitative Research Methods Workshop: Research Design and Data Collection

Professor Jisun Jung

Date: May 22, 2026 (Friday)

Time: 2:00 p.m. - 4:50 p.m.

Venue: Main Campus, HKU

Overview

This workshop is designed for research postgraduate students who wish to deepen their understanding of advanced knowledge and skills in qualitative research design and data collection. During the workshop, students will explore which qualitative research designs and data collection techniques are most suitable for specific research questions. They will also develop concrete data collection plans, including conducting interviews and observations. Additionally, students will create interview protocols and observation notes to enhance their practical skills.

Learning Outcomes

- Understand various qualitative research designs and select the most appropriate one for specific research questions.
- Develop detailed plans for data collection in qualitative research.
- Gain practical skills in designing interview questions and defining observation focuses.

Learning Activities

- Part 1 (10 minutes):
The instructor will present four to five well-known research topics in qualitative research across various fields (e.g., consumer behaviour in online marketing, attitudes toward chronic diseases, traumatic experiences from natural disasters, social media use and its impact on people's lives). Participants will select one of these topics based on their interests or propose their own research topics. The instructor will then organise participants into groups of three to four students according to their chosen topics. All group exercises will be shared via Mentimeter and displayed on the classroom screen for real-time collaboration.

- Part 2 (30 minutes):
Groups will develop research questions grounded in their selected topics. The instructor will share exemplary research questions and provide feedback on their quality and appropriateness for qualitative research. A brief lecture will follow, focusing on best practices for formulating effective research questions in qualitative studies.
- Part 3 (50 minutes):
Students will collaboratively design a detailed data collection plan using qualitative methods such as document analysis, individual interviews, focus group interviews, and observations. They should specify the number of participants, sampling strategies, timelines, data collection tools, and ethical considerations. A short lecture will accompany this session, highlighting different qualitative data collection strategies and considerations.

Break (10 minutes)

- Part 4 (40 minutes):
Students will individually develop interview questions tailored to their research. They will also create an observation focus relevant to their research site (or, if their project lacks an observation component, the instructor will provide an example site). The instructor will deliver a brief lecture on types of interview questions, characteristics of good versus poor questions, and strategies for developing effective observation focuses.
- Part 5 (30 minutes):
In groups, students will review and assess each other's interview questions and observation notes. They will collaboratively revise and refine these questions and notes to improve clarity, relevance, and quality.
- Part 6 (10 minutes, Wrap up):
The instructor will provide concluding remarks, offering feedback on the overall qualitative research design and data collection strategies, and addressing any remaining questions.