



Title: Qualitative Data Collection – Planning & Conducting your Qualitative Interview or Focus Group:

qdatraining.eu

Course Objective:

In this workshop emphasis is placed more on practice than on theory. It addresses key practical issues in gathering qualitative data. It opens, however, with a brief and broad outline of key philosophical underpinnings of qualitative research because research reports at all levels require a section / chapter explaining the researcher's epistemological and ontological stance, that is, the assumptions about knowledge and reality that underpin and inform the choice of methodological framework. After the workshop, participants should be better informed as to the classic pitfalls that sometimes mar the collection of qualitative data for analysis.

Course Outline:

Following from this, amid a multiplicity of approaches there are certain universal principles and practices for yielding rich and worthy data. Focus here is placed on best practice in planning, organising and conducting one-to-one interviews and focus groups. Offering practical guidelines the workshop addresses the following:

- Sampling Issues
- Designing Topic Guide / Framing Questions (question types/prompts/probes/narrative styles)
- Planning: Essential Differences between One-To-One Interviews and Focus Groups
- The Venue and Equipment (audio / visual)
- Characteristics and Tactics of the Good Interviewer (this section also gives concrete examples of interviewing practices that have led to corruption or even loss of data)
- Interviewer Effect and Role of the Self in the Research Process
- Starting / Monitoring Progress / Ending the Interview or Focus Group
- Transcription
- The Value of CAQDAS (a tool for efficiency and transparency)