HKBM7003 Qualitative Research Methods

Lecturer: Dr. Tamara Savelyeva
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Session One
Philosophical Assumptions & Frameworks

Expected outcomes:

1. Establish an effective logic system for understanding links between research theory and methodology
2. Distinguish qualitative from quantitative research on the basis of key features
3. Understand structure of different paradigm-based and theory-based interpretive frameworks, and the ways these frameworks are applied in qualitative research

Session One Agenda
Saturday, September 17, 2022
12:00- 18:00

Welcome and Introduction

12:00-13:00	Positioning yourself as a Qualitative Research Method (QRM) learner
13:00-14:00	Qualitative Research as a cohesive scientific process: Recap the foundations
14:00-15:00	Importance of philosophical assumptions
15:00- 16:00	Writing philosophical assumptions into qualitative study
16:00-18:00	Interpretive frameworks. Paradigms underlying qualitative research: Postpositivism, Interpretivism, Postmodernism, Critical/ Transformative, Positivism, Pragmatism; Theories underlying qualitative research: Critical, Race, Disability, Queer theories

Summarise Learning:

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Session Two
Qualitative Research Strategies

Expected outcomes:

1. Introduce some of qualitative designs, as well as philosophical bases that underlie these designs, including narrations, ethnography, phenomenology, case study, and grounded theory
2. Advance knowledge of five (out of many) design approaches to qualitative research
3. Equip ourselves with discerning choices about the appropriate design and analytic approach to our own topics of enquiry
4. Appreciate the contribution of these design approaches to our knowledge of the business world

Session Two Agenda
Sunday, September 18, 2022
12:00- 18:00

Welcome and Introduction

12:00-13:00	Qualitative Research design: Preliminary considerations
13:00-14:00	Qualitative Research process
14:00-15:00	Deductive and inductive research approaches
15:00- 18:00	Methodological approaches: phenomenology, ethnography, grounded theory, case studies, ethnomethodology, and conversation analysis

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Session Three
Formulating & Writing Goals in Qualitative Research.
Methods of Data Collection

Expected outcomes:

1. Understand the major nuances and pitfalls of formulating qualitative research goals, questions, and objectives
2. Develop the aim, design, methods, tools and analysis plans for a prospective qualitative sub-study
3. Get acquainted with common methods of sampling and data collection in qualitative research

Session Three Agenda
Saturday, September 24, 2022
12:00- 18:00

Welcome and Introduction

12:00-14:00	Writing a qualitative research goal, research questions, and research objectives
14:00-15:00	Research process and human agency. Importance of reflexivity
15:00-16:00	Qualitative research sampling
16:00-18:00	Forms of data in qualitative research

Summarise Learning:

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Session Four
Methods of Data Collection and Analysis.
Introduction to Quality Procedures

Expected outcomes:

1. Get acquainted with common methods of data collection in qualitative research
2. Explore basic principles of qualitative data coding;
   apply these principles to the analysis of the qualitative data;
   discuss their transfer to relevant future projects
3. Understand principles of the qualitative research quality procedures and their applications in research writing

Session Four Agenda
Sunday, September 25, 2022
12:00- 18:00

Welcome and Introduction

12:00- 14:00	Qualitative data collection: Interview, observations, focus groups, artefacts
14:00-16:00	Coding and analysis
16:00-18:00	Quality procedures in qualitative research: trustworthiness, credibility, transferability, dependability, authenticity

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Session Five
Research Interpretation, Ethics, and Quality Procedures

Expected outcomes:

- Understand and clarify the ethical issues arising in relation to qualitative research and publishing
- Understand ethical procedures and their applications for ensuring quality of qualitative data
- Apply ethical principles to preparing and planning the qualitative research materials (topic guides, access strategies, 'sampling'/selection procedures, etc.)

Session Five Agenda
Saturday, October 2, 2022
12:00- 18:00

Welcome and Introduction

12:00-13:00	Ethical considerations (confidentiality, privacy, anonymity) and principles (autonomy, beneficence, justice) in qualitative research
13:00- 14:00	Research ethic committees & institutional procedures: Processes and problems
14:00-16:00	Writing about research quality and ethics in your paper
16:00-18:00	Wrap up & assignment-related questions and exercises

Summarise Learning: