

Qualitative Research Methodology: Exploring through Research

Do you now qualitative research provide more in-depth and meaningful data?
Having difficulties to choose the right research design?
Having difficulties to analyse qualitative data?
Have you mastered report writing in qualitative research?

Introduction

Qualitative research is a generic term for investigative methodologies described as ethnographic, naturalistic, anthropological, field, or participant observer research. It emphasizes the importance of looking at variables in the natural setting in which they are found. The interaction between variables is important. Detailed data are gathered through open-ended questions that provide direct quotations. The interviewer is an integral part of the investigation (Jacob, 1988). This differs from quantitative research which attempts to gather data by objective methods to provide information about relations, comparisons, and predictions and attempts to remove the investigator from the investigation. This program aims to help researchers acquire the knowledge and skills of conducting a qualitative research right from deciding the qualitative research design to publish in international journals. This module equipped participants with sufficient skills and experience to conduct qualitative research independently.

Program Objectives

This program aims to:

- Provide the basic philosophy of applying qualitative perspectives along with pertinent issues of qualitative research methods and applicability of various instruments of gathering qualitative data in systematic, scientific and ethical ways will be discussed.
- Provide first-hand experiences on data collection, data management and analysis. Software for qualitative data analysis and generating references

Learning Outcomes

After completing this program, participants should be able to:

- Obtain a basic understanding of qualitative research methods by realizing its importance and relevance to the field of research.
- Prepare a qualitative research proposal
- Conduct data collection based on qualitative research methods.

Who Should Attend?

ERS0012 Introduction to Qualitative Research: Exploring Through Research

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Junior academicians and anyone who wish to enhance their fundamental skills on qualitative research

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>Concepts of Qualitative Research</p> <p>This module covers the concept of research, particularly on the qualitative research method. Participants would understand the evaluation of qualitative research, understand philosophical traditions, the method of how to differentiate inductive and deductive, and how to choose the right research approach.</p>
10.30am-11.00am	Break and Networking
11.00am-1.00pm	<p>Qualitative Research Design and Literature Review</p> <p>Participants would learn the type of qualitative research, the strength and weaknesses, the concept of literature review and how-to building skills to write a literature review. This module is important because it builds a strong fundamental for the research to be conducted.</p>
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	<p>Qualitative Data Collection Technique 1</p> <p>This module shares with participants on the principles of research design and data collection. Besides, data collection techniques are shared that includes document examination, observations, and conducting the interview.</p>
3.30pm-4.00pm	Break and Networking
	Qualitative Data Collection Technique 2

4.00pm-5.00pm	The participants would have a hands-on practical session to conduct an in-depth interview and focus group interview. The participants would have the experience to learn the right techniques of probing questions, applying nonverbal communication during qualitative research is conducted.
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Time	Day Two
9.00am– 10.30am	<p>Sampling Method in Qualitative Research</p> <p>Participants would learn the concept of sampling, issues of sampling, sample selection and various sampling techniques involved in qualitative research. Principles to capture the right sample and screening process of sampling would help participants to increase the validity and reliability of their research.</p>
10.30am-11.00am	Break and Networking
11.00am-1.00pm	<p>Validity and Reliability in Qualitative Research</p> <p>Concepts of trustworthiness in research are exposed in this module. Then, type of validity and reliability and qualitative judging research are discussed to help participants to ensure they are running research with high validity and high reliability.</p>
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	<p>Qualitative Data Analysis I: Grounded Theory</p> <p>The approach in qualitative data analysis is shared in this module. Stages in qualitative data analysis by using coding are shared with participants. Participants would have hands-on skills on how to apply grounded theory in qualitative research data analysis.</p>
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	<p>Qualitative Data Analysis II: Framework Analysis</p> <p>This module started with exposing participants with grounded theory and coding. Then, participants would learn the application of framework analysis in qualitative research. The concept helps participants to analyse data effectively to build up the model in qualitative research.</p>