

Discipline: [Qualitative Management Research]

1. Language

German

2. Title

Qualitative Research Methods – Processes and Methods of Qualitative and Mixed Method Research

3. Lecturer

Prof. Dr. Thomas Wrona

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4. Date and Location

Hamburg University of Technology
Am Schwarzenberg-Campus 1 (Building A)
21073 Hamburg

29.08.2022 – 01.09.2022

5. Course Description

5.1 Abstract and Learning Objectives

The basic aim of this course is to provide the participants with the knowledge of the process and the methods of qualitative research designs and to discuss the applicability of such designs for specific problems of the participants (workshop principle).

- basic principles and specific characteristics of qualitative research
- the indication of qualitative research and the role of philosophy of science
- the qualitative research process and the influence of theories
- the collection of qualitative data
- the analysis/interpretation of qualitative data: Grounded theory, qualitative content analysis, ethnography, discourse analysis, sequence analysis, hermeneutic approaches
- limits of methodological "templates" for reconstruction of meaning
- quality criteria and validity of qualitative findings

- method-integrative designs (Mixed Methods)

5.2 Content

Qualitative management research and the application of mixed methods of data collection and analysis constitute an area of business research that is becoming increasingly important. Frequently, "best papers" are based on the application of qualitative research methods and are considered particularly influential.

The course is designed to familiarize doctoral students with the process and methods of qualitative and mixed method management research. The introduction to the topic is based on various guiding themes in the context of a "World Café", to which we will constantly refer during the course. Next, an introductory lecture will first provide an overview of the field. Afterwards, various aspects of qualitative research will be addressed in the form of presentations by the participants and subsequent discussions. The last day of the course is dedicated to the question of how to get from the data to a text in the context of scientific writing, i.e., how to not only develop (reconstruct) at first concepts and then also theory pieces from the data during and after the analysis in the act of writing, but also how to make them applicable for the scientific community. An accompanying critical reflection of all these phases of qualitative social research is therefore essential. In this respect, one has to always keep in mind what it means to conduct scientific research in this manner from scientific theoretical and (scientific) political perspective. It would be very good if these issues were not only addressed theoretically, but could also be discussed using an example of two or three participants' papers. *Therefore, if you are interested, please contact the seminar lecturers beforehand.*

The objective of the course is to provide participants with the necessary methodological tools to conduct qualitative or method-integrative research. Furthermore, we will critically reflect on the application of qualitative methods, their indication and findings.

5.3 Schedule (including start and end time)

29.08.22 (Day I) (Wrona)

- 10:00 – 10:30 Registration and introduction
- 10:30 – 11:30 Introduction to the topic – World Café
- 11:45 – 13:00 Introduction to empirical social research (part 1)
Lunch Break
- 14:00 – 15:30 Introduction to empirical social research (part 2)
- 15:45 – 17:15 *Topic G1: Possibilities and limits of collecting non-standardized data (including exercise on interview technique)*

30.08.22 (Day II) (Wrona)

- 10:00 – 11:15 *Topic G2: Ethnography and digital naturalism*
- 11:30 – 13:00 *Topic G3: The Grounded Theory according to Strauss/Corbin and the Gioia approach*
Lunch Break
- 14:00 – 15:30 *Topic G4: The role of theoretical prior knowledge in qualitative research*

15:45 – 17:15 *Exercise: Coding interview transcripts (Wrona)*

31.08.22 (Day III) (Wrona)

10:00 – 11:15 *Topic G5: Mayring's Qualitative Content Analysis*

11:30 – 13:00 *Topic G6: Mixed Methods: models und methodological requirements*

Lunch Break

14:00 – 15:30 *Topic G7: Quality criteria, contribution and scientific progress in qualitative research*

15:45 – 17:15 *Topic G8: Rigor without templates? – On the importance of standardized methods for qualitative research*

01.09.22 (Day IV) (Reichertz)

10:00 – 11:15 *Topic G9: Paraphrase, qualitative content analysis and hermeneutic interpretation*

11:30 – 13:00 *Topic G10: The sequence analysis in hermeneutics*

Lunch Break

14:00 – 15:30 *Topic G11: The sociology of knowledge approach to discourse*

15:45 – 17:15 *From the data to the text – Discussion in the context of specific projects of the participants*

5.4 Course format

The course is held in the form of an interactive event. It consists of three interconnected elements: introductory lectures by the lecturers, presentations of the participants on pre-assigned topics and joint discussions afterwards on the topics as well as on their application in the context of specific dissertation/research projects. In addition, there are two practical exercise sessions on "Interviewing" and "Coding" as well as the opportunity to present and discuss the planned design of a qualitative study to a limited number of participants.

The participant presentation part consists of 11 thematic areas (G1 to G11). Each of these areas will be assigned to two participants who will prepare a written paper and a presentation. The paper and the presentation form the basis for the final grade. Unfortunately, the course participation without the paper or presentation is not possible. The topics are already listed in the schedule above. Attendance on all four seminar days is mandatory.

6. Preparation and Literature

6.1 Prerequisites

The course requires only a basic knowledge of empirical social research and of the philosophy of science.

6.2 Essential Reading Material

Depending on the assigned topics, the participants will be given a list of in-depth literature references.

6.3 Additional Reading Material

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6.4 To prepare

Participants need to write a paper (15-20 pages) as well as prepare a presentation (20 minutes) which build the basis for the subsequent joint discussions. Participation without writing a seminar paper is not possible.

7. Administration

7.1 Max. number of participants

The number of participants is limited to 22.

7.2 Assignments

6 April 2022: The participants who have registered till this date get the opportunity to set topic preferences. Subsequent registrations will be assigned a topic by the lecturers.

17 June 2022: End of topic assignment and the deadline for distribution of the course preparatory task.

22 August 2022: Deadline for submission of seminar papers

24 August 2022: Deadline for submission of presentations

7.3 Exam

The final grade is based on the seminar paper (70%) and the presentation and discussion (30%). Participation without seminar paper or presentation is not possible.

7.4 Credits

For the course attendance, the preparatory assignment and the submitted presentations the participants will get 6 ECTS.

8. Working Hours

Working Hours	Hours
Preparations (literature research, literature analysis, writing a seminar paper, coordination with the topic partner)	150 h
Active participation (presentation and discussion)	30 h
TOTAL	180 h
ECTS: 6	