

Discipline: [Qualitative Managementforschung]

1. Language

German

2. Title

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

3. Lecturer

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4. Date and Location

Technische Universität Hamburg
Am Schwarzenberg-Campus 1 (Gebäude A)
21073 Hamburg

17.09.2024 – 20.09.2024

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
- methodology of qualitative/interpretive research

- the analysis of qualitative data: Grounded theory, ethnography, discourse analysis, sequence analysis, qualitative content analysis, hermeneutic approaches
- multimodality in qualitative research
- methodological templates and their limitations
- 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.

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)

17.09.24 (Day I) (Wrona)

- 10:00 – 10:30 Anmeldung und Vorstellung
- 10:30 – 11:30 Einstieg ins Thema – World Café
- 11:45 – 13:00 Einführung in die qualitative Sozialforschung
- Mittagspause*
- 14:00 – 17:00 Einführung in die qualitative Sozialforschung (Forts.)

18.09.24 (Day II) (Wrona)

- 9:00 – 10:00 *Thema G1*: Möglichkeiten und Grenzen der Erhebung nichtstandardisierter Daten
- 10:00 – 11:30 Gemeinsame Interviewübung (Wrona)
- 11:45 – 13:00 *Thema G2*: Ethnographie und digitaler Naturalismus
- Mittagspause*
- 14:00 – 15:15 *Thema G3*: Die Grounded Theory nach Strauss/Corbin
- 15:45 – 17:00 *Thema G4*: Der Gioia-Ansatz der Grounded Theory

19.09.24 (Day III) (Wrona)

- 9:00 – 10:30 Gemeinsame Kodierübung (Wrona)
- 10:30 – 11:45 *Thema G5*: Qualitative Inhaltsanalyse nach Mayring
- 12:00 – 13:15 *Thema G6*: Mixed Methods: Modelle und methodische Anforderungen
- Mittagspause*
- 14:15 – 15:30 *Thema G7*: Multimodalität in der qualitativen Forschung
- 15:45 – 17:00 *Thema G8*: Gütekriterien, Contribution und wissenschaftlicher Fortschritt in der qualitativen Forschung

20.09.24 (Day IV) (Reichertz)

- 9:00 – 10:15 *Thema G9*: Paraphrase, Inhaltsanalyse und hermeneutische Interpretation
- 10:15 – 11:30 Gemeinsame Übung der Textinterpretation (Reichertz)
- 11:45 – 13:00 *Thema G10*: Die Sequenzanalyse in der Hermeneutik
- Mittagspause*
- 14:00 – 15:15 Gemeinsame Übung zur Sequenzanalyse (Reichertz)
- 15:30 – 17:00 *Thema G11*: Die wissenssoziologische Diskursanalyse

5.4 Course format

The course takes the form of an interactive event. It consists of three interconnected elements: Introductory lectures by the lecturers are accompanied by presentations by the participants on pre-assigned topics and joint discussions on these. In addition, there are four practical exercise units on the topics of "interviewing", "coding", "text interpretation" and "sequence analysis".

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 (30 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 20.

7.2 Assignments

26. April 2024: 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.

05. Juli 2024: End of topic assignment and the deadline for distribution of the course preparatory task.

09. September 2024: Deadline for submission of seminar papers and 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	