

## Introduction to Qualitative Research

This course is designed to equip participants with a clear understanding of qualitative research, in terms of what its key features are and the different methods that are commonly used within it. It is also intended to give you an appreciation of what qualitative research can be used for, and how its findings can be understood and presented to a wider audience.

The course will be delivered through a mixture of taught sessions and practical exercises.

We hope this course will be useful to you if you:

- are new to qualitative research, or about to embark on your first project
- commission or manage qualitative research in central or local government, health or other applied policy sectors
- work in a different research discipline (e.g. quantitative research) and are about to collaborate with qualitative researchers or use qualitative research findings

### *Learning objectives*

By the end of the workshop, participants will be able to:

- describe the key features of qualitative research and its key contributions and applications
- make informed decisions about which types of research questions are best answered using qualitative approaches
- contrast qualitative and quantitative approaches and understand when they are best used singly or in combination
- understand the advantages and disadvantages of different qualitative research methods
- recognise quality in the design, undertaking and reporting of qualitative research
- understand how to make use of qualitative research evidence in a credible way.

## Programme

### Day One – Thursday 11<sup>th</sup> March

Time	Session length	Content
9:15	20 mins	<b>Arrivals and introductions</b> An informal session to discuss; <ul style="list-style-type: none"> <li>- your expectations and hopes for the day</li> <li>- how you use qualitative data or approaches in your work</li> </ul>
9:35	45 min	<b>The qualitative toolkit</b> In this session you will learn about the key features of qualitative research; when and why it is used; and how it can be combined with quantitative research.
10:20	10 mins	Break
10:30	50 mins	<b>Design choices in qualitative research – 1</b> This session explores, in two parts, the design choices which you will have to make. You'll have the opportunity to make your own assessments about the appropriateness of qualitative research to address different types of research questions. We'll also explore how to select your sample for qualitative research and the ways in which the choices you make at this stage affect the eventual quality and robustness of your project
11:20	10 mins	Break
11:30	45 mins	<b>Design choices in qualitative research – 2</b>
12:15	15 mins	<b>Wrap-up Q&amp;A</b>
12:30		<b>CLOSE of day one</b>

**Day Two – Friday 12<sup>th</sup> March**

<b>Time</b>	<b>Session length</b>	<b>Content</b>
9.15	15 mins	<b>Arrivals and introduction</b>
9.30	60 mins	<b>Data collection using focus groups and depth interviews</b> Our focus in this session will be the key techniques used for collecting qualitative data in the field. We'll also look at the tools you will need to conduct interviews and group discussions.
10:30	10 mins	Break
10:40	35 mins	<b>Managing your data</b> The focus of the session will be on preparing the data for analysis using the Framework approach.
11:15	10 mins	Break
11:30	50 mins	<b>Analysing and interpreting qualitative data</b> This session focuses on the building blocks which produce high quality and reliable qualitative research findings. We will examine critical steps in the analytical process and explore how to talk about and use qualitative data credibly.
12:15	15 mins	<b>Presenting your data</b> We will examine critical steps in the analytical process and explore how to talk about and use qualitative data credibly.
12:30	15 mins	<b>Discussion</b> – outstanding issues, unanswered questions.
12:45		<b>END of course</b>