4TH AACHEN INTERNATIONAL SUMMER SCHOOL IN RESEARCH METHODS AND DATA SCIENCE (ACISS)

QUALITATIVE RESEARCH METHODS

Léo-Paul Dana, BA, MBA, PhD

School of Business and Economics
TIME Research Area

Contact: professordana@gmail.com

SUMMER 2018
# 1 COURSE OVERVIEW

<table>
<thead>
<tr>
<th>Course Name:</th>
<th>Qualitative Research Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degree Programmes:</td>
<td>1. Post-Docs and PhD students</td>
</tr>
<tr>
<td></td>
<td>2. Master BWL (all specializations): MSBW10, MSBW13</td>
</tr>
<tr>
<td></td>
<td>Master Wirtschaftswissenschaften (all specializations): MSWiWi10, MSWiWi14</td>
</tr>
<tr>
<td></td>
<td>Master Wirt.-Ing. (MSWiBau, MSWiEET, MSWiWPT, MSWiMB, all specializations): MSWi10, MSWi15</td>
</tr>
<tr>
<td>Lecturer:</td>
<td>Léo-Paul Dana, PhD</td>
</tr>
<tr>
<td>Contact:</td>
<td><a href="mailto:professordana@gmail.com">professordana@gmail.com</a></td>
</tr>
<tr>
<td>Location and Time:</td>
<td>Kackertstraße 7, Room B037</td>
</tr>
<tr>
<td></td>
<td>27 August to 31 August, 9am-12pm and 1pm-4pm</td>
</tr>
<tr>
<td>Content Description:</td>
<td>This course will focus on core principles and practices of qualitative research. Bherer, Gagnon and Roberge (1989) explained that exploratory research in developing fields requires more specialised instrumentation and different strategy than classical research of phenomena in familiar domains. Whereas quantitative methods are often the means to identify causal variables of &quot;why&quot; questions, the richness of answers to &quot;how&quot; questions may be best discovered with qualitative tools, including (i) case study; (ii) critical incident; and (iii) ethnography. Ethnographically-derived data being rich in qualitative detail, a parametric distribution is therefore not necessary; nor is statistical manipulation. Preaching induction, this is an alternative to the traditional hypothetico-deductive approach; the result is a deeper holistic understanding. Such methodology, because of the interaction between researcher and subject, also reduces Type III error (asking the wrong question) and Type IV error (solving the wrong problem). This interactive course may inspire candidates to look beyond deduction, especially those doing exploratory research. Reference: Bherer, H., Gagnon, S. and Roberge, J. (1989), Wampoum et lettres patentes, études exploratoire de l’entrepreneuriat autochtone, L’Institut de recherches politiques, Les Presses de l’Université Laval, Quebec City.</td>
</tr>
<tr>
<td>Qualification Objectives:</td>
<td>Students will learn key concepts for designing a qualitative research study, and collecting and analyzing qualitative data. Students will also learn how to critique and deconstruct qualitative research papers.</td>
</tr>
<tr>
<td>Literature:</td>
<td>See readings below</td>
</tr>
<tr>
<td>Course Examination:</td>
<td>The final grade will be based on class participation/discussion (small group and whole group), and presentations.</td>
</tr>
<tr>
<td>Participation Requirements:</td>
<td>Command of English language, basic understanding of social science research practices, willingness to engage in readings for each class session and discussion of those readings in class, willingness to engage with the ambiguities of qualitative data. The course is specifically designed for Ph.D. students interested in conducting and/or evaluating qualitative academic research studies, but is also open to advanced master students meeting the above criteria.</td>
</tr>
<tr>
<td>Group Size:</td>
<td>30 participants (max)</td>
</tr>
</tbody>
</table>
## Workload

<table>
<thead>
<tr>
<th>Workload:</th>
<th>30 hours of lecturing and group work</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>120 hours of additional individual and group preparation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Teaching Event:</th>
<th>Lecture with integrated individual and group work</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Language:</th>
<th>English</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Credits:</th>
<th>5</th>
</tr>
</thead>
</table>

## 2 SCOPE OF THE COURSE

This course provides students with an overview of and experience with qualitative research methods. We will cover such topics as what qualitative research is, qualitative methodologies, benefits and disadvantages of qualitative methodologies, data collection, data analysis methods and how to write a qualitative study convincingly.

Although there is a wide variation of qualitative methods available, due to the parameters of the course, we will pay particular attention to a variety of qualitative methodologies including: (i) case study; (ii) critical incident; (iii) ethnography; (iv) field stimulation; and (v) grounded theory approach. As well, we will focus on a few relevant data collection methods, including: (i) the Delphi method; (ii) document analysis; (iii) focus groups; (iv) interviews; and (v) observation and participant observation.

The course also provides opportunity to ask questions of particular interest to you. In terms of the in-class experience, each day will be different.

## 3 PARTICIPANTS AND REQUIREMENTS

### Participants

1. Post-Docs and PhD students
2. Master BWL (all specializations): MSBWL10, MSBWL13
   - Master Wirtschaftswissenschaften (all specializations): MSWiWi10, MSWiWi14
   - Master Wirt.-Ing. (MSWiBau, MSWiEET, MSWiWPT, MSWiMB, all specializations): MSWi10, MSWi15

Due to the interactive teaching format, the number of participants is limited to 30. Advanced master students are invited to participate, but preference will be given to PhD students.

### Requirements

Command of English language, basic understanding of social science research practices, willingness to engage in readings for each class session and discussion of those readings in class, willingness to engage with the ambiguities of qualitative data. The course is specifically designed for Ph.D. students interested in conducting and/or evaluating qualitative academic research studies, but is also open to advanced masters’ students meeting the above criteria.

### Grading

1. Participation: 30%
2. Presentation 1: 30%
3. Presentation 2: 40%
4 COURSE OBJECTIVES:

To learn relevant concepts such as:

1. What is qualitative research?
2. What are qualitative methodologies?
3. How are qualitative methodologies different than quantitative methodologies?
4. When are qualitative methodologies useful?
5. What are the benefits of qualitative methodology?
6. What are the disadvantages of qualitative methodologies?
7. What is the difference between research methodology and research methods?
8. What is symbolic interactionism?
9. When is a case study worthy of journal publication?
10. What is ethnography?
11. Explain field stimulation.
12. Discuss the grounded theory approach.

5 READINGS

A selection of readings -- similar to these below -- will be selected and provided, according to interests of the class

COURSE SCHEDULE

27 August to 31 August, 9am-12pm and 1pm-4pm

Contact Details

Prof. Léo-Paul Dana, PhD
Montpellier Business School

Email: professordana@gmail.com