



Qualitative Research Methods: an Introduction

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What is qualitative research? When and how might qualitative research methods help you answer your research questions? This workshop will provide an overview of qualitative research methods, including interviews, focus groups, ethnography, and qualitative content analysis. For each, we will discuss the basics of data collection and analysis, best practices, and illustrative examples. Lastly, we will consider how these methods contrast with, and/or may be combined with, other empirical research methods, including quantitative and survey research methods.



Friday, September 15, 2017, 2-4pm
SSRC Grand Hall, Woodburn Hall 200