Qualitative Research Methods

Odum Institute for Research in Social Science, Chapel Hill, NC
July 31-August 2, 2019
ICPSR Summer Program in Quantitative Methods of Social Research

Instructor: Paul Mihas, Odum Institute for Research in Social Science

July 31

Morning Session
I. Introduction
   a. Qualitative perspectives
   b. Qualitative continuum: From psychometric to heuristic
   c. Descriptive & interpretive studies

II. Research Design
   a. Dimensions of design (time, comparisons, purposes)
   b. Levels of inquiry
   c. Research questions
   d. Typologies
   e. Triangulation

Afternoon Session
I. Methods: Memo writing
   a. Key-quote memos
   b. Document reflection memos
   c. Methods memos
   d. Positionality memos
   e. Theoretical memos

II. Methods: Using Visual Tools
   a. Working with core quotations
   b. Capturing meaning using diagrams
   c. Privileging the participant’s world
August 1

Methods: Coding as a Strategic Tool
   a. Deductive coding
   b. Inductive coding
   c. Moving from descriptive to interpretive coding

Qualitative Analysis
   a. Integrating codes and memos
   b. Conceptualizing data: Bridging codes
   c. Finding conceptual connections within and across data

Afternoon Session
I. Using Qualitative Software: MAXQDA
   a. Early stages of engaging data
   b. Diagrams: Episode profiles
   c. Coding

II. Asking Analytical Questions in MAXQDA
   a. Diagrams: Code connections
   b. Analytical strategies

August 2

Morning Session
I. Revisiting Qualitative Traditions
   a. Grounded theory
   b. Narrative analysis
   c. Case study

Afternoon Session
I. Principles of Data Collection
   a. Interviews: From structured to intensive
   b. Focus groups: The group as unit

II. Research Products

III. Q & A: Class discussion
Suggested Readings

Narrative Analysis


Grounded Theory


Case Study

Generic

General


Paul Mihas is the Assistant Director of Education and Qualitative Research at the Odum Institute for Research in Social Science at the University of North Carolina at Chapel Hill. He is the former managing editor of Social Forces, a journal of sociology published at the University of North Carolina Press. Since 2001 he has partnered with ResearchTalk Inc. as a senior qualitative analysis
consultant and has lectured on qualitative methods, software, and strategies for analysis at several universities, including the University of Puerto Rico and Howard University. Since 2013, he has taught qualitative methods at the Global School in Empirical Research Methods at the University of St. Gallen, Switzerland; BI Norwegian Business School, Oslo, Norway; and the University of Ljubljana, Ljubljana, Slovenia. He has also served regularly as faculty at the annual Qualitative Research Summer Intensive and as a mentor at ResearchTalk’s Qualitative Data Analysis Camps. Forthcoming (2019) book chapters include “Qualitative Data Analysis in G. Noblit (ed.) Oxford Encyclopedia of Qualitative Research Methods in Education and “Qualitative Data Analysis” in G. Burkholder, K. Cox, L. Crawford, and J. Hitchcock (eds.). Research Design and Methods: An Applied Guide for the Scholar-Practitioners. His interests include qualitatively driven mixed methods and approaches to incorporating memo writing in analysis; his current research focuses on cancer survivors and identities of survivorship.