

M U N I
F S S

**Introduction to the course and brief
overview**
***thinking in paradigm of qualitative
methods***

SOCB2506:
APPLYING SOCIOLOGY - QUALITATIVE METHODS

13th of
February

2023



INTRODUCTION TO THE CLASS

- What is your name?
- What do you study at MUNI?
- Why do you choose this course?
- What are your expectations about the course?
- What are you passionate about within your studying at MUNI?



OUR ACTIVITIES AND GRADING

Please, read the Disciplinary rules for the students of the FSS of Masaryk University (are available at IS MUNI).

- ✓ **Class participation** - 25 percent of the final course grade
- ✓ **Reading and research questions** - another 18 percent for the final course grade
- ✓ **Practical assignments** - please, find the colleague to complete the group and develop together the research proposal by the end of the course, there will be 30 percent in total for the presentations on 2 seminars.
- ✓ **Final written exam** - 27 percent of the final course grade



OUR RULES OF PROFESSIONAL INTERACTION



Respect the personal opinion of each other.

There are no right and wrong questions on the topic of the class during the lectures.

Feel free to interact with a teacher and with a group on the topic of the lecture, ask your questions and express academical curiosity where you feel it is needed.

Respect the timelines and deadlines.

Train your academical skills and develop your knowledge while reading the compulsory list of literature and prepare you discussion papers and reflections. Upload you discussion questions not later than **8 PM. on Friday before the next class.**

In case you need to consult on your practical assignments or other relevant class activity, please, contact me via e-mail or visit the office by prior arrangement.

THE STRUCTURE OF THE COURSE AND THE GENERAL LOGIC

Theoretical overview and key principles of the qualitative methods - lecture (50 minutes) and discussion (50 minutes).



Grounded theory, case studies, applied interpretive approach and Feminist qualitative research - lecture (50 minutes) and interactive practice (50 minutes).

In-depth interviews - interactive lecture and practice (100 minutes)
Focus-groups - interactive lecture and practice (100 minutes)



Application of methods: participant observation and ethnography - lecture (60 minutes), discussion (40 minutes).



Design research methodology: lecture (40 minutes) and practice (60 minutes)



Analyzing qualitative data - lecture 40 minutes, practice (60 minutes)
Writing up and evaluating qualitative research: Narrating, concluding and recommending - lecture 40 minutes, practice (60 minutes)

Development final research proposal on qualitative methodology - lecture 50 minutes, practice (50 minutes)



Ethics of the research and transparency - lecture (30 minutes), practice and discussion (70 minutes)



PRACTICAL APPLICATION AND TRAINING

Practice seminars, aimed at the development of skills in thinking and researching "qualitatively":

- ✓ -work in pairs (or in groups);
- ✓ -choose the topic for your social research inquiry, inform your teachers on your groups and topics you are going to work out; be prepared to be flexible for the changes in your preliminary attempts to define the topic;
- ✓ class by class note the information you are going to apply in your practical task;
- ✓ test your tools on the respondents; look if they are working or not;
- ✓ make a presentation of your outputs at the end of the course



THINKING "QUALITATIVELY" IN SOCIAL INQUIRY

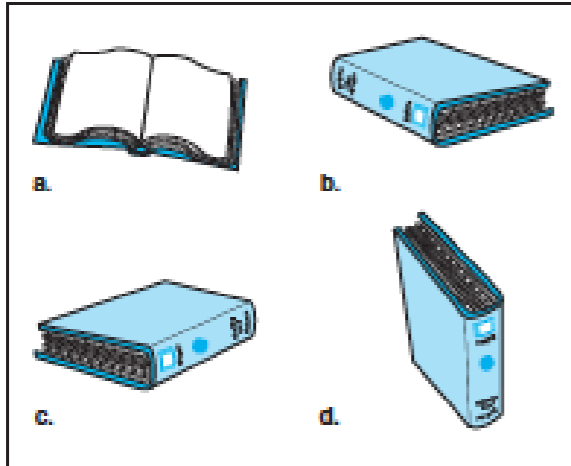


FIGURE 1-1 **A Book.** All of these are the same book, but it looks different when viewed from different locations, perspectives, or "points of view."

Qualitative research **is a way of learning about social reality.** Qualitative approaches to research can be used across the disciplines to study a wide array of topics.


- ✓ In the social and behavioral sciences, these approaches to research are often used to explore, describe, or explain social phenomena;
- ✓ unpack the meanings people ascribe to activities, situations, events, or artifacts;
- ✓ build a depth of understanding about some aspect of social life;
- ✓ build "thick descriptions" (see C. Geertz, 1973) of people in naturalistic settings;
- ✓ explore new or underresearched areas;
- ✓ or make micro–macro links (illuminate connections between individuals/groups and institutional and/or cultural contexts).

Patricia Leavy "Introduction to The Oxford Handbook of Qualitative Research, Second Edition"

Explanation and study of reality, based on:

- making the sense;
- observation and analysis

E.R. Babbie "The basics of social inquiry "



	Quantitative	Qualitative
Focus	Measuring variables, testing hypothesis, and explaining relationships	Understanding experiences, discovering meaning, and building theory
Values	Objectivity, deductive reasoning, representativeness, and generalizability	Subjectivity, inductive reasoning, theory building, complexity and depth
Examples	Content analyses, lab-based experiments, and survey methods	Interviews, focus groups, ethnography, and textual analyses

Quantitative Methods



Qualitative Methods



