

Research design

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- Finding the field

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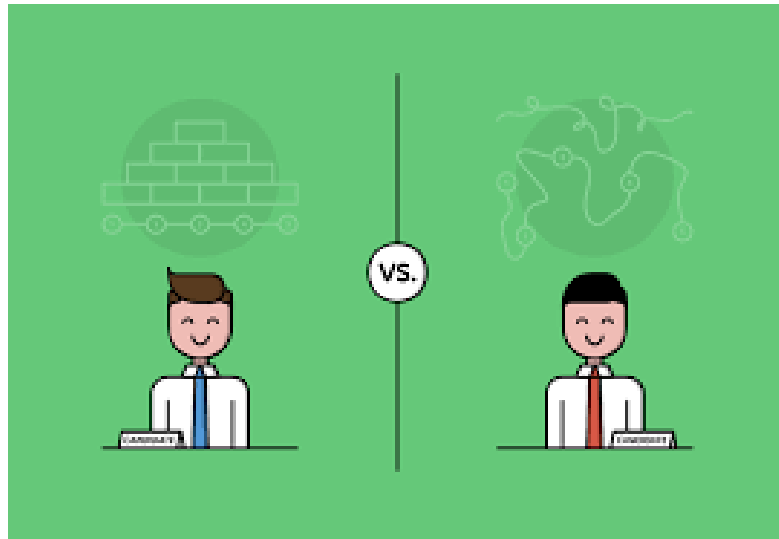
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Structured, unstructured, semi-structured, focus groups: which one and why?



Structured interview

Semi-structured interview

Unstructured interview

Focus group

Please choose your method and
formulate your interview questions:

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- Link your interview questions to your research questions. Do they answer them?
- Link your interview questions to the stakeholders: do they cover all the stakeholders groups? Do you need different sets of questions for different stakeholders?
- Is ethics of the interview questions ok? Are they neutral in race/gender/age/religion/ability? If not – what is the purpose?

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- **Pilot study**

Pilot study

What is it?

What needs to be changed?



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- **Pilot study includes preliminary data analysis!! Coding, intertwining interviews and observation! Only then change/redirect the research, both in observation and in interviewing!!**