

Doctoral School on Safety and Security Sciences – Óbuda University

Course title: Qualitative Research Methods and Analyses

To which area the course belongs: **Research area foundation**

Credit value of the course: 6 credits

Lecturer: Kelemen-Erdős Anikó

The aim of the course:

The aim of the course is the foundation of student research activity. Further target is to introduce innovative research methodologies that provide novelty for the individual research topic and contribute to adaptation. This may facilitate the theoretical and practical application of qualitative scientific research methods and analysis.

Prerequisite: -

Content of the course:

The characteristics of qualitative research.

Research process: problem definition, approach, research plan, data collection, data analysis based on the example of qualitative research.

Qualitative research methodology: in addition to classical qualitative research methods (interview techniques) innovative methods are also included: netnography, narrative technique, projective techniques, metaphors, collage technique, image association.

Qualitative research analysis: content analysis, grounded theory, case study.

Publication of research results (including features of abstract writing).

Recommended reading:

Charmaz, K. (2000): Grounded theory: Objectivist and constructivist methods. In: Denzin N. K., Lincoln, Y.S. ed. (2000): *Handbook of qualitative research*. Sage Publications, Thousand Oaks, California.

Charmaz, K. (2006): *Constructing Grounded Theory: A practical guide through qualitative analysis*. Sage Publications, Thousand Oaks, Wiltshire.

Glaser, B. G. (1978): *Theoretical sensitivity: Advances in the methodology of Grounded Theory*. Sociology Press, Mill Valley, California.

Glaser, B. G. (1992): *Basics of grounded theory analysis: Emergence vs. forcing*. Sociology Press, Mill Valley, California.

Glaser, B. G. (2007): Doing formal theory. The Sage handbook of grounded theory. Part II, Sage Publications, London, pp. 97–113.

Glaser, B. G., Strauss A. (1967): The discovery of Grounded Theory: Strategies for qualitative research. Hawthorn, New York.

Malhotra, Naresh K. Nunan D., Birks, David F. (2017): Marketing Research: An applied approach, 5th ed. or 6th ed. Marketing Research: Applied insight, Pearsons Education

Thornberg, R. (2012): Informed grounded theory. *Scandinavian Journal of Educational Research*, 56/3, pp. 243–259.

Thornberg, R., Charmaz, K. (2012): Grounded theory. In: Lapan, S. D., Quartaroli, M., Reimer, F. ed. (2012): *Qualitative research: An introduction to methods and designs*. John Wiley/Jossey-Bass, San Francisco, pp. 41–67.

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