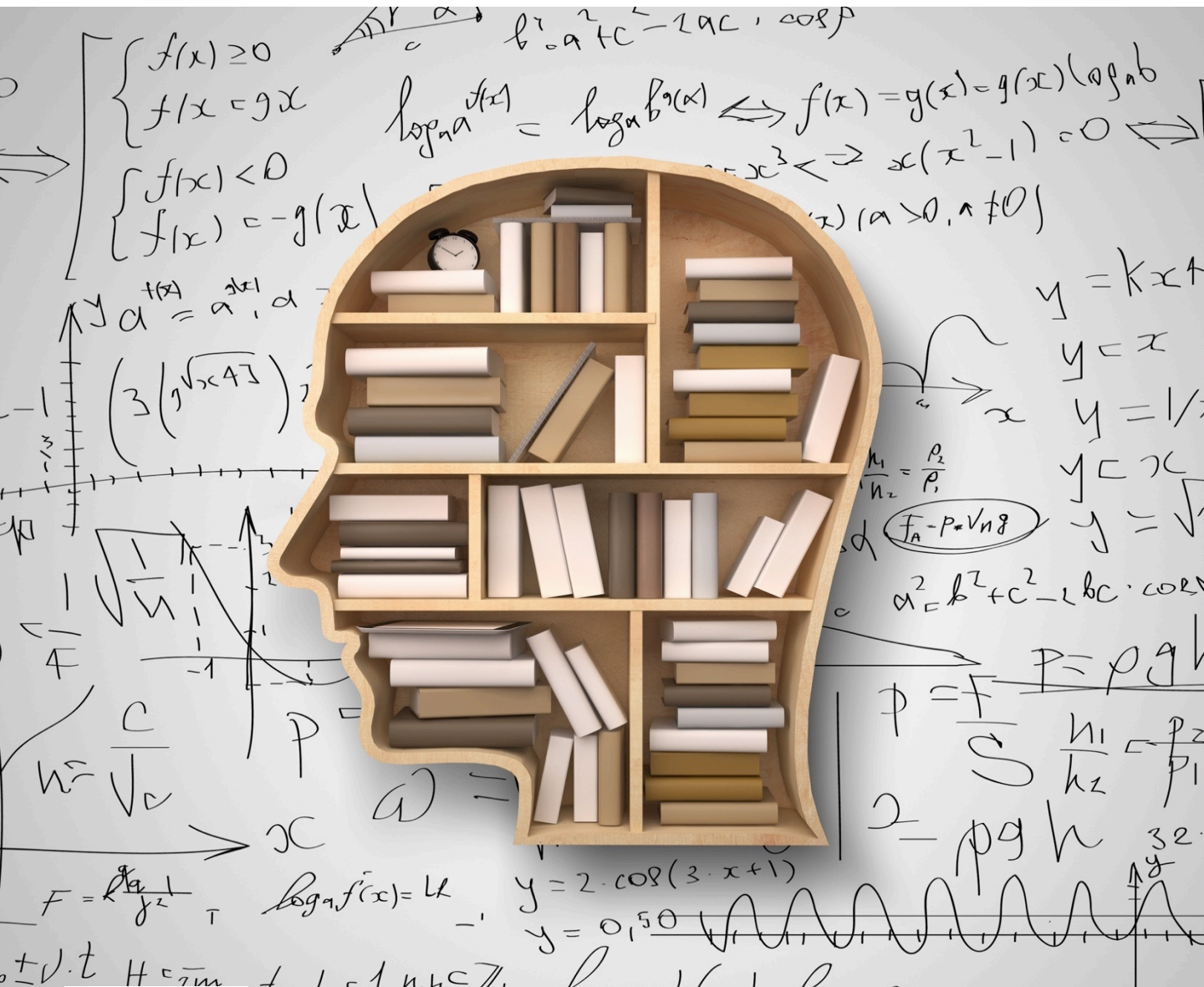


# An Introduction To Qualitative Research Methods

*This twelve week course will allow participants to develop a critical knowledge and understanding of how to successfully undertake qualitative research and is designed for both professionals and postgraduate students.*

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# An Introduction To Qualitative Research Methods

This module has been specifically developed for busy professionals with an interest in qualitative research methods. The wholly online course allows engagement with the interactive materials around the candidates busy lifestyle. The aim of this module is to develop in-depth understanding of the key concepts of qualitative research. It will illustrate how to undertake qualitative research. In particular, students will learn how to organise and facilitate focus groups, interviews, ethnography/observations, and design and interpret qualitative questionnaire data. The module will cover in depth methods of analysing, coding and interpreting data. It will demonstrate that there are common strands to these and how important it is to analyse critically the data correctly in a transparent manner to ensure the validity of the results. Students will also discuss the use of appropriate software to collect, analyse and validate qualitative data.

This twelve-week course will be delivered wholly online and will be highly interactive with audio-visual presentations; interactive discussion boards, quizzes and data analysis exercises.



## Unique Features:

- Data analysis exercises
- Deconstruction of qualitative research methodologies to fully comprehend their correct application
- Technology enhanced learning
- Web based learning including lectures, quizzes and audio/video links
- Interactive discussions forums with a diverse community of learners

## Theory:

- Introduction to qualitative research methods and the evidence base
- Designing qualitative research
- Qualitative research Ethics
- How to conduct focus groups
- Ethnography
- Interview techniques
- Analysing data
- Dissemination
- Principles of writing
- Understanding standalone or mixed methods



## Use of credits

Candidates who successfully complete the module will receive a transcript for 20 credits at level 7, and may choose to continue onto a taught PGC/PGD/MSc

**Start Date:** September 2015

**Cost:** £695

**Contact:** Lynn Jones  
(module administrator)

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