

Qualitative methods

Ilpo Koskinen
Industrial Design

Basics

- 2 credits
- requirements
 - lectures
 - exercise (max. 5 pages)
 - exam

Schedule

- 5.2:
 - Intro: concepts, definitions, etc.
 - Basics of Qual Res
 - Research process

Data week

- 7.2. Room 344: Observation in detail
 - the basic method in qualitative research
 - definitions, process, roles, reactivity, etc.
- 8.2. Room 344: Other methods:
 - interviewing, documents
 - “the sample perspective”

Inference week

- 14.2. Room 344: Inference, I
 - 11-13: Analysis, interpretation, argumentation
 - 13-15: Reliability, validity, generalization
- 15.2. Room 344: Inference, II
 - 11-14 // Inference, II: Reliability, validity, generalization contd; Ethics and confidentiality; Writing
 - 14-15: giving the task

Wrap up week

- 7.3. Handing in the task
- 8.3. exam

Exam:

- exam: 8.3.
 - **lectures and the following books:**
 - for Finnish-readers:
 - Koskinen, I. Alasuutari, P., Peltonen, T. 2005. *Laadulliset menetelmät kauppatieteissä*. Tampere: Vastapaino.
 - for others, parts of these two books:
 - Silverman, D. 199 **, *Interpreting Qualitative Data*. pp. London: Sage.
 - Seale, Clive 1999. *The Quality of Qualitative Data*. London: Sage.

