

Interviews and Focus Groups

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May 24-26, 2016

9:00am – 4:30pm

Outline

Purpose: This workshop intends to provide students and researchers with the theoretical and practical knowledge necessary to design and conduct focus groups and semi-structured interviews while avoiding the most common problems encountered with qualitative research.

Topics

1. Rights and responsibilities of respondents and researchers in qualitative research
2. Research design principles: choice of method, target audience, and recruiting
3. Instrument design: guides versus questionnaires
4. Conducting focus groups and interviews: basic techniques, pitfalls, and troubleshooting
5. Analysing the data: a question of discipline and rigour
6. Practical exercises: research design and moderating techniques

Required Reading List (find these readings on course reserve*: <http://reserves.concordia.ca/>)

Bryman, Alan. "Focus Groups" in *Social Research Methods* (4th Edition). Oxford: Oxford University Press, 2012, pp. 500-520.

Bryman, Alan. "Interviews in Qualitative Research" in *Social Research Methods* (4th Edition). Oxford: Oxford University Press, 2012, pp. 468-499.

Stewart, David and Prem M. Shamdasani, *Focus Groups: Theory and Practice*, 3rd edition, Los Angeles, Sage, 2015.

*If you are registered for non-credit and are unable to locate the readings, please contact us at wssr@concordia.ca