

(23E80101) *Qualitative Business Research Methods*

COURSE INTRODUCTION

HENRI WEIJO & PELIN GEYIK
Aalto University Department of Marketing

AGENDA

2019

1. Introducing the course and learning goals
2. Workload
3. Lectures
4. Assignments and deadlines!
5. Group division

HENRI & PELIN

henri.weijo (a) aalto.fi

pelin.geyik (a) aalto.fi



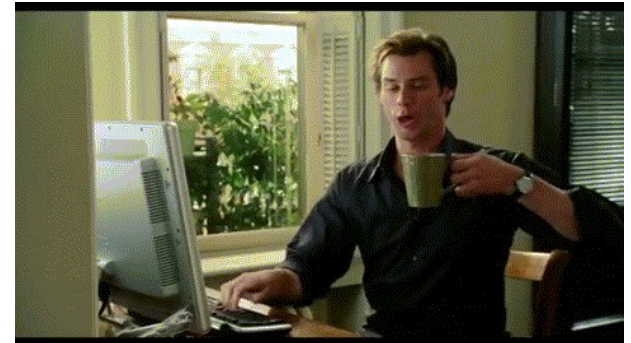
***WHAT ARE YOUR
EXPECTATIONS
FOR THIS
COURSE?***

STUDENTS WILL GAIN...

1. Understanding the theoretical underpinnings of qualitative research
2. Ability to formulate research questions by evaluating existing literature and identifying appropriate contexts for qualitative studies
3. Experience in qualitative methods of data gathering, including in-depth interviews, ethnography, and netnography
4. Experience in analysis of qualitative data, including computer assisted analysis
5. Learning to apply evaluating criteria for qualitative research
6. Experience in writing excellent qualitative research reports
7. Improvements in critical thinking skills and creativity

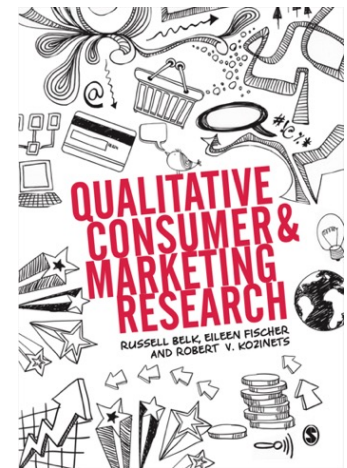
THESIS TIP #1:

Pay attention to these
thesis tip slides!



KEY CHANGES TO THE COURSE...

1. Change of primary reading material
2. Less emphasis on abstract epistemological theory
3. A much, much higher emphasis on hands-on data analysis and research management
4. Qualitative research in digital spaces
5. Group research project together with individual work
6. Group projects mimics thesis construction
7. Atlas.ti!



SCHEDULE

Monday 13 September

Course Introduction and Practicalities

Wednesday 15 September

Qualitative Research in Marketing

Monday 20 September

Planning a Qualitative Research Projects

Wednesday 22 September

Doing Interviews

Monday 27 September

Qualitative Data Analysis 1/2

Wednesday 29 September

Ethnographic methods

Monday 4 October

Qualitative Research in Digital Spaces

Wednesday 6 October

Data Collection, Analysis, and Creativity

Monday 11 October

Qualitative Data Analysis 2/2

Wednesday 13 October

Qualitative Research and Consulting

Monday 18 October

Presenting Research Results

Wednesday 20 October

Final Session: Presentation Day

DELIVERABLES



Breakdown of the final grade (100%):

Class participation	10%
In-class participation	5%
Perusall reading assignments	5%
Final reflection paper	15%
Individual research assignments	15%
Interview and transcript	7.5%
Interview analysis	10%
Group research project	60%
Pitching research context	5%
Interview Guide	5%
Ethnographic site search (option 1)	0/10%
Netnographic site search (option 2)	0/10%
Final presentation	15%
Final paper	25%

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In-class participation:

- Answer class questions orally
- Participating in chat
- Being present in most lectures
- Contributing with helpful links, ideas, posts on MyCourses

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1. Create an account on Perusall.com
2. Join the course by inserting the course code:
WEIJO-GZJGW
3. Complete the assignments before each class (check the deadlines!)

Your Perusall score depends on:

1. Contributing thoughtful questions and comments to the class discussion, spread throughout the entire reading
2. Starting the reading early
3. Breaking the reading into chunks (instead of trying to do it all at once)
4. Reading all the way to the end of the assigned reading
5. Posing thoughtful questions and comments that elicit responses from classmates
6. Answering questions from others
7. Upvoting thoughtful questions and helpful answers

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Note! Comments similar to...

"I agree!"

"Great point!"

"So true!"

...etc.

... will be deleted!

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Reflect on your learning and how your view of qualitative research has changed, including yourself as a qualitative researcher!

Personal reflection but also accurate and thorough reflection of course concepts is expected, across all course topics

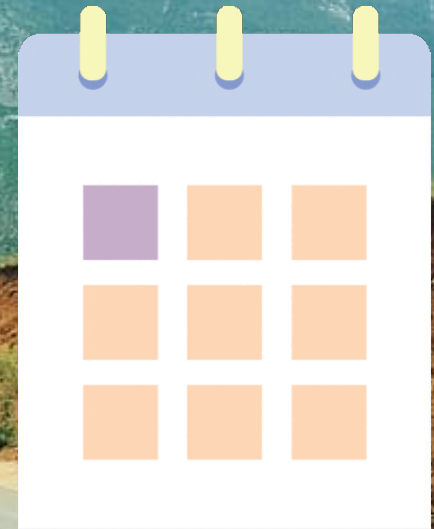
The deliverable is a maximum of four pages, single spaced, 1” margins, 12-point font, Times New Roman.

Grading Rubric:

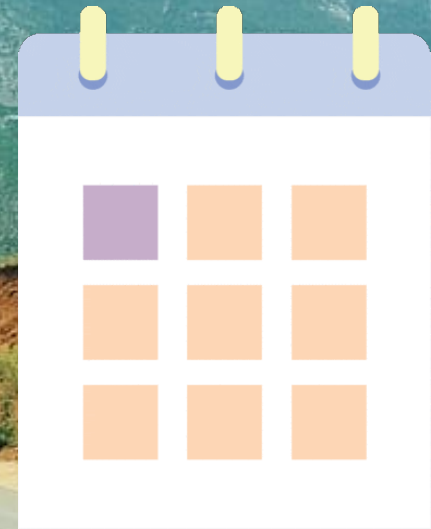
Quality of Reflection on your experience in doing qualitative research	30%
Recall and Critical Evaluation of Course Concepts	50%
Writing Quality	20%



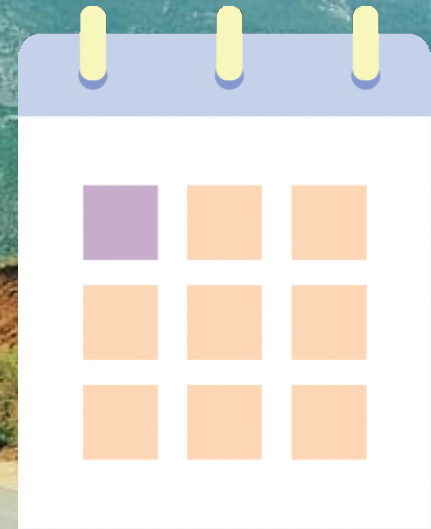
**A SHORT RECAP OF
YOUR RESEARCH
JOURNEY**



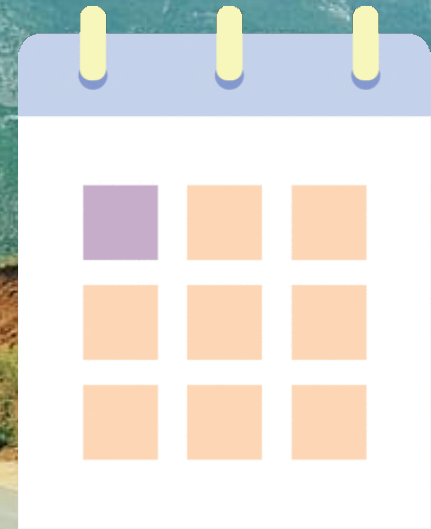
*1. Your group
will pitch a
context to study*



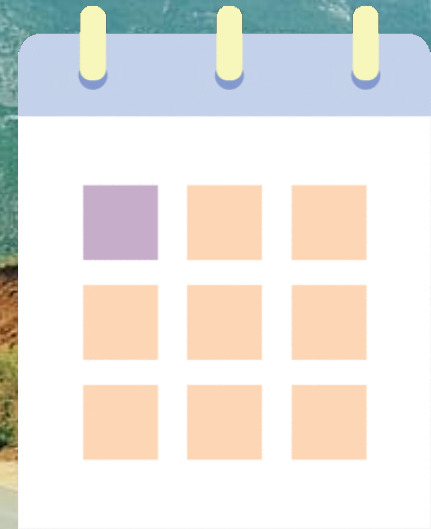
2. Your group will design an interview guide and identify people to interview



3. You will individually interview one person for the group project, and transcribe the interview



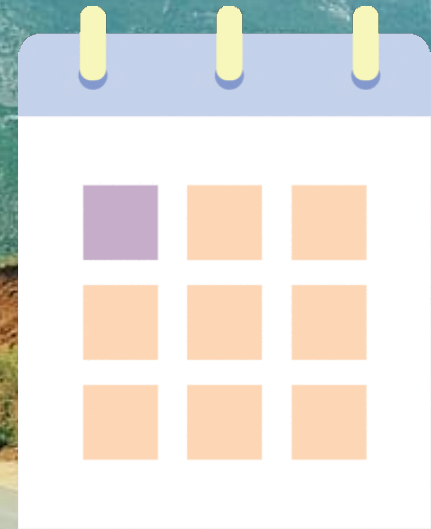
**4. You will
individually
analyze and code
your interview**



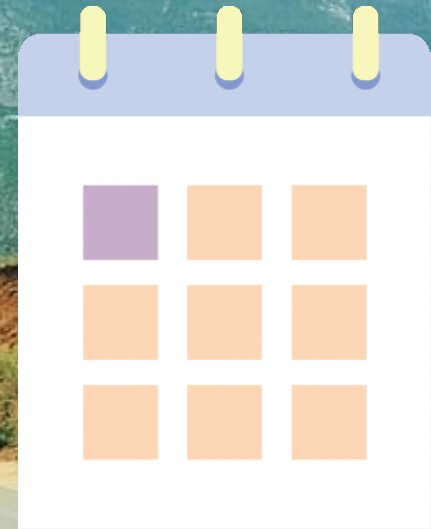
5. Your group will identify a research site that would be ideal for ethnographic or netnographic research for your context (actual research optional)



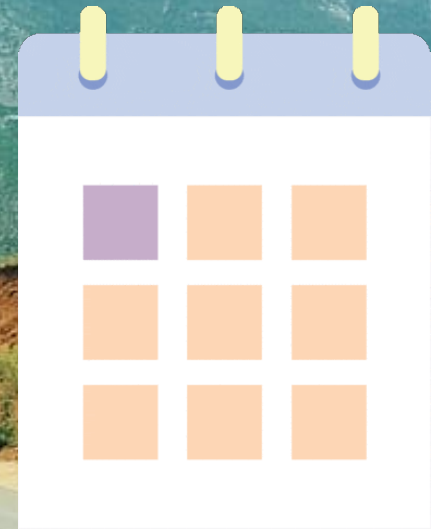
6. Your group will develop the interview (and optional netnographic) analysis into research themes



7. Your group will present your findings in class through a 10-minute pre-recorded presentation

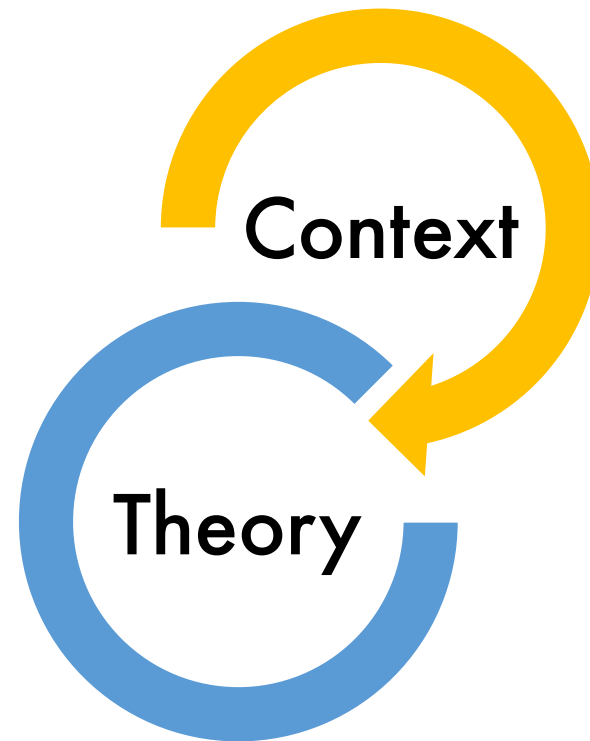


8. Finally, your team will write up your findings into a miniature academic research article



A FEW NOTES ON THE GROUP PROJECT

1. Matching research context with an appropriate body of theory will be absolutely critical!
2. Your project can be context-led or theory-led
3. Start thinking about potential research ideas!



A FEW NOTES ON THE GROUP PROJECT

1. The goal is to mimic the process of academic research, especially for thesis projects
2. The final report is an actual academic paper, with all the usual structural elements of a paper!
3. Emphasis: explaining the research journey in the methods section and rigorous presentation of findings!
4. We encourage creativity: try to come up with new concepts and ways of understanding!

The current issue and full text archive of this journal is available on Emerald Insight at:
www.emeraldinsight.com/1352-2752.htm

A front-to-back guide to writing a qualitative research article

Ahir Gopaldas
Fordham University, New York, USA

Writing a
qualitative
research
article

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Abstract

Purpose – This paper aims to offer junior scholars a front-to-back guide to writing an academic, theoretically positioned, qualitative research article in the social sciences.

Design/methodology/approach – The paper draws on formal (published) advice from books and articles as well as informal (word-of-mouth) advice from senior scholars.

Findings – Most qualitative research articles can be divided into four major parts: the frontend, the methods, the findings, and the backend. This paper offers step-by-step instructions for writing each of these four parts.

Originality/value – Much of the advice in this paper is taken-for-granted wisdom among senior scholars. This paper makes such wisdom available to junior scholars in a concise guide.

Keywords Qualitative research, Theoretical contribution, Writing an article

Paper type Technical paper

Received 25 August 2015
Revised 25 August 2015
Accepted 14 September 2015

DELIVERABLES

All deliverables due by midnight except Final Presentation which is due 15 minutes before class that day.

All assignments are submitted via MyCourses.

Individual deliverables

Interview transcript	29.09.2021
Individual analysis	06.10.2021
Ethnographic exercise	11.10.2021
Final reflection paper	04.11.2021

Group deliverables

Pitching research context	21.09.2021
Interview Guide	24.09.2021
Netnographic site search	17.10.2021
Final presentation	<u>20.10.2021</u>
Final paper	04.11.2021

ASSESSMENT AND WORKLOAD

Passing the course requires completing assignments and obtaining at least 50 points:

90+	5
80+	4
70+	3
60+	2
50+	1
<50	0

Workload in hours:

Readings (estimated at 3 hours per reading)	57
Class contact hours and tutoring	24
Planning, conducting, and transcribing interview	10
Planning, conducting, and transcribing ethnography and netnography	15
Analysis of data	23
Working with group on final deliverables	33
TOTAL HOURS (6*27 hours)	162

TUTOR SESSIONS!

First session (selecting research context):

September 21st two hours 9-11:00 or upon appointment

Second session (group coding and theme development):

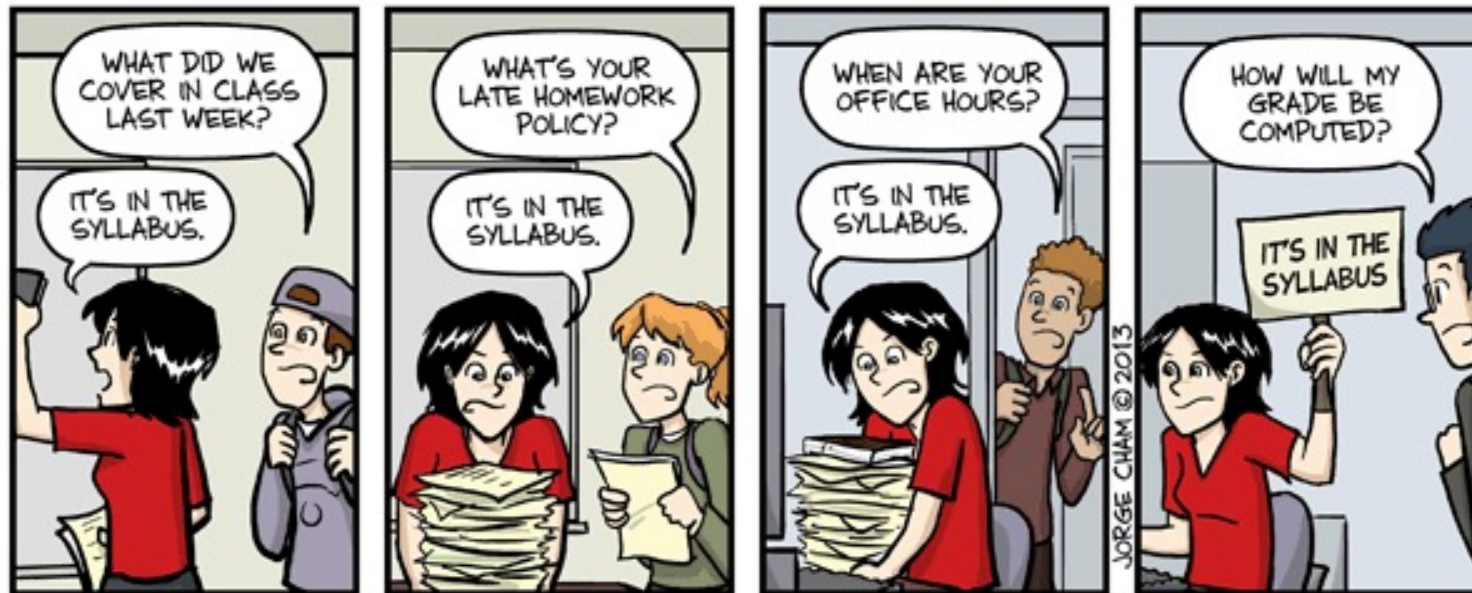
October 15th three hours (10-13:00) or upon appointment

COURSE LOGISTICS AND PRAXIS

Course website and announcements:

<https://mycourses.aalto.fi/course/view.php?id=31343>

All submissions via Turnitin links on MyCourses (absolutely no email!) in either PDF or Word format (except for Atlas.ti file for individual analysis)



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This message brought to you by every instructor that ever lived.

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**QUESTIONS
THUS FAR?**



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download.aalto.fi**

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GROUP FORMATION!

<https://jamboard.google.com/d/1UkHVyjGyteqxyrMcGt3FDJwxov3NUwRWJaZqhfa6-28/viewer?f=1>

Groups of 4-5 (not under or over!)

FOR NEXT TIME:

1. Belk, R., Fischer, E., & Kozinets, R. V. (2012). Introduction: What is qualitative research? *Qualitative consumer and marketing research* (pp 1-15). Sage.
2. Goulding, C. (2005). Grounded theory, ethnography and phenomenology: A comparative analysis of three qualitative strategies for marketing research. *European journal of Marketing*.

- Read both articles on Perusall!
- Start thinking about a research idea!