Conducting Qualitative Research Online:
Creative Approaches for Interviews and Focus groups
In Cooperation with the GRADE Center Education

**Objective**

This online workshop will provide a hands-on introduction to creative and digital qualitative methods. Over two sessions, it will unpack key components of project design including conceptual framing, ethical approval, project management, and techniques for data collection and analysis. Participants will gain practical experience setting up and conducting online interviews and focus groups involving creative activities such as drawing, writing, mapping, and artefact elicitation.

**Description**

The COVID-19 pandemic presents ongoing challenges for conducting qualitative research in traditional face-to-face ways. However, the necessary shift many have embraced offers more than a short-term fix. Online platforms such as Zoom present meaningful methodological possibilities for qualitative researchers. This workshop focuses on creative approaches to online interviews and focus groups – how to bring mobile, material, and imaginative practices to more standard digital methods.

Fitting article on that topic: https://www.nature.com/articles/d41586-021-00566-2

**Methodology**

This online workshop entails round tables and personal consultation to ensure ample live interaction with participants and the workshop leaders. The instructor will give some input on the topic of qualitative research. The participants will be encouraged to do some practical examples.

**Conditions**

This workshop will be suitable for participants with limited or no previous experience using creative and digital qualitative methods. Sessions will run via Zoom. Participants will require a Zoom account (i.e., be able to host their own Zoom calls), as well as materials to write and draw with (e.g. pens and paper).

**Organizational Information**

<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Doctoral Candidates at all stages and Postdocs from Humanities and Social Sciences. Members of the GRADE Center Education will be given priority. (Admission is possible with application for the workshop)</td>
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<tr>
<td>Date</td>
<td>Thursday-Friday, 10-11 November 2022, 9:00 – 12:00 Please schedule time for additional asynchronous work</td>
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<tr>
<td>Registration</td>
<td>Online registration through the GRADE Center Education <a href="mailto:grade-education@em.uni-frankfurt.de">grade-education@em.uni-frankfurt.de</a> is compulsory</td>
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