

MASTER IN WEBDATAMETRICS: WEB-BASED DATA COLLECTION AND ANALYSIS

C10. Laboratory of online qualitative research software and techniques I: Virtual ethnography, online interviewing and focus groups

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Number of ECTS: 5

■ Objectives

To acquaint students with the basics of online qualitative research methods, to introduce the methodological and practical issues of online focus groups, online in-depth interviews and virtual ethnography (online fieldwork). To acquaint students with basic principles of CAQDAS for online qualitative data analysis.

■ Competences (basics, general, transversals, specifics)

Students will be able to collect and analyse the data from online focus groups, online in-depth interviews and virtual ethnography.

■ Programme (brief description)

The course will cover collection and analysis of data from online focus groups, online in-depth interviews and virtual ethnography.

Topics covered:

Overview and Introduction

- Online social formations and online qualitative research methods
- Temporal dimensions of online qualitative research (synchronous, asynchronous)
- Pros and cons of online qualitative research

Online Fieldwork (participant observation)

- The fundamentals of fieldwork method
- How to design a study with fieldwork online
- In the field (choosing sites, temporal dimensions of online fields, documenting online, asking questions)
- Analysis

Online focus groups

- The fundamentals of focus group method
- How to design a focus group (selection, recruitment, etc.) online
- How to write focus group questions
- Moderation of focus groups online, number of participants in online focus groups
- Analysis

Online In-depth Interviews

- The fundamentals of in-depth interviews
- How to design in-depth interviews for online
- How to prepare interview questions
- During the interview: rapport, interaction, trust issues online
- Analysis

■ Expected learning outcomes

Students learn the basics of online qualitative data collection and analysis.

■ **Methodology of teaching**

Lectures, tutorial seminar and project work

■ **Evaluation system**

Research project

■ **Remarks** (previous requirements, coordination, others, if any)

No previous requirements needed.

■ **Online resources** (optional)

■ **Bibliography** (optional)

■ **Employment opportunities** (optional)