

## Meaning not Measurement: An introduction to qualitative research

a Masterclass from the Centre for Qualitative Research, Bournemouth University

22 & 23 July 2009



For over 15 years staff at the Centre for Qualitative Research have been contributing to theoretical, philosophical, methodological and applied contributions to qualitative inquiry. Core research programmes focus on the Humanisation of Health and Social Care, Performative Social Science, and Novel and Innovative Qualitative Research Methodologies.

We are proud to have achieved both national and international recognition for contributing to the field of qualitative health and social care research, and are known for hosting national and international conferences, presentations and workshops of world renowned scholars in this area.

With the increasing specialisation of health and social care, it is important to offer scholarship and knowledge that emphasises 'insider views' of lives lived within their social, environmental and systemic contexts. As such, scholarship and knowledge produced by qualitative research approaches are particularly conducive to care that views health and illness as complex, grounded in the seamlessness of peoples everyday lives, and not easily reducible to simple diagnostic categories or discreet typologies. In addition to providing expertise in traditional qualitative research methodologies such as grounded

theory, ethnography and narrative analysis, we are also pursuing novel and innovative methodologies that draw upon multiple influences and epistemologies from philosophy, the arts and the humanities.

**In this masterclass we will provide an introduction to qualitative research that will cover the following areas:**

- **Overview and Rationale: Important foundations for qualitative research**
- **Data Gathering: Participant observation, focus groups, biographic narrative interviewing, phenomenological interviewing and other ways of gathering data**
- **Analysis and Interpretation of Qualitative Data: different roads to take with examples**
- **Why Bother? An open forum for participants to:**
  - consider how they could take learning gained into their own work,
  - ask the team both theoretical and practical questions
  - discuss controversies, passions and problems
  - consultation time with one of the five presenters

**The classes will appeal to postgraduate students, academics, and professionals who wish to begin to engage with qualitative research methods and to find out more about the range of possibilities.**

### Process

Short lectures will be followed by group exercises, interaction and discussion.

## Biographies

Dr Francis C Biley, Associate Professor at the Centre for Qualitative Research, is a nurse who has spent most of his academic career in post-graduate nursing education. However, upon moving to Bournemouth University in 2007 he has had the opportunity to develop a greater understanding and involvement in a variety of research projects and methods, including autoethnography and the role of various aspects of the arts and humanities.

Professor Kathleen Galvin is a nurse, Chair in Health Research and Deputy Dean Research and Enterprise at The School of Health & Social Care, Bournemouth University. As part of her work in qualitative evaluation of services she has carried out numerous studies using focus group methods in a wide range of contexts. She has published several qualitative evaluations using group data collection methods.

Professor Immy Holloway taught sociology and qualitative research to health and social care professionals for several decades and also carried out research. Though now retired from full-time work, she still supervises PhD students and writes articles and books. She has published a number of texts in the field of qualitative research, some of which have been published in several languages.

Dr. Kip Jones, is a published expert in the Biographic Narrative Interpretive Method. He has studied with Chamberlayne and Wengraf, originators of the Method in the UK, and he has published both on the Method itself and findings from his studies using it.

Professor Les Todres is a clinical psychologist and Director of the Centre for Qualitative Research in the School of Health and Social Care. He is author of the book: Embodied Enquiry: phenomenological touchstones for research, psychotherapy and spirituality, and numerous journal articles and book chapters that explore and apply phenomenological research approaches.

## Schedule

9.00 coffee  
9.30 first session begins  
12.30 Lunch  
13.30 second session begins  
16.30 day ends

## Costs and booking information

**The fee of £150.00 for this Masterclass** includes two full days with the course facilitators, all refreshments and all class materials. Cheques should be made payable to **Bournemouth University**. Invoices can only be issued on receipt of a purchase order number. Cancellations received up to six weeks before each masterclass will be refunded less an administration charge of 25%. No refunds can be processed after six weeks have elapsed. Places are limited and operate on a "first come, first served" basis.

## The Centre for Qualitative Research Masterclasses

appeal to both post-graduate students and academics working with qualitative methods. The Masterclass will be held over two full days, 22 & 23 July 2009, at Bournemouth University.

### Enquiries and registration:

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