

Course: Qualitative Research Methods		Doctoral School PE - GSDI
Lecturer: Dr. Zoltán Veres		Academic title: Full professor
Contact hours: 20	Exam: mid-term grade	Credit: 5
Aims: Getting insight into the explorative, non-quantitative research techniques. Developing skills.		
Thematic: Research objective Explorative research Basics of grounded theory Qualitative techniques <ul style="list-style-type: none"> - questioning (IDI, FGD, expert interview, expert focus group) - observation (eye-camera, neuroscience, case study) - experimental (blind test, creative group, mystery test) Principles of recruitment Moderating Info-processing techniques Semiquantitative, mixed methods Interpretation of results		
Suggested textbooks: Bryman, A. (2004). Social Research Methods [2nd edition]. Oxford University Press. Esterberg, K. G. (2002). Qualitative Methods in Social Research. London: McGraw-Hill. Hesse-Biber, S. (2010). Mixed methods research: merging theory with practice. New York: The Guilford Press		
Student's role: Research project under continuous supervision		