



PANNON EGYETEM

Gazdálkodás- és Szervezéstudományok Doktori Iskola

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QUALITATIVE RESEARCH

COMPLEX EXAM QUESTIONS

1. Approaches in qualitative research
2. Experimentation in qualitative research
3. Why and in what cases we use qualitative in-depth-interviews? Describe the circumstances incl. moderator's role!
4. What is the essence of content analysis? What are the stages of the analysis? What kind of analysis can be done using content analysis software?
5. Describe the traditional and online focus group researches (advantages, disadvantages, the role of moderator, group dynamics).
6. Present the following methods:
 - a. Advanced FGDs
 - b. Story completion
 - c. Empty balloon
 - d. Thematic apperception test
 - e. Measures of physiological and emotional behavior
 - f. Eye camera