

## **Certified Qualitative Researcher**

Want to have a deep understanding of qualitative research?  
Are you interested in venturing a career as a qualitative researcher?  
Do you have the interest to complete qualitative research at the workplace?

### **Introduction**

Qualitative research focuses on non-empirical methods of data gathering and descriptive and explanatory levels of data analysis. The data gathering techniques to be studied include in-depth interviews, focus groups, case studies, field observations, literature reviews and historical research methods. This training starts with an introduction to a range of qualitative research methods and clarifies these about qualitative methodologies, theoretical perspectives and philosophical debates. The program also addresses data analysis and complex questions of validity and reliability in qualitative approaches. This program aims to help researchers to acquire the knowledge and skill of conducting a qualitative research right from deciding the qualitative research design to publish in international journals — this program equipped participants with sufficient skills and experience to conduct qualitative research independently.

### **Program Objectives**

This program aims to

- Expose participants with the basic application of qualitative research
- Equip participants with skills to conduct qualitative research independently
- Conduct a complete analysis of qualitative research

### **Learning Outcomes**

After completing this program, participants should be able to

- Appreciate the strength of the qualitative research
- Knowledge and understanding of qualitative approaches to research.
- An understanding of the relationship between qualitative research, methodology, methods, and theory.
- An understanding of the application of qualitative research processes, including issues of validity and reliability.
- Conduct qualitative research independently

### **Who should Attend?**

Junior and senior academicians

### **CERT0005 Certified Qualitative Researcher**

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## Methodology

Case studies, forum discussion, role-play, presentations, gamification

## Program Outline

Time	Day One
9.00am– 10.30am	<b>Concept of Qualitative Research</b>  This introductory module helps participants to understand the fundamentals of research. The participants would be exposed to different perspectives on research. It leads participants to understand the in-depth development of the qualitative research method. In addition, this module also enables participants to understand themselves better if they are suitable to be qualitative researchers.
10.30am-11.00am	<b>Break and Networking</b>
11.00am-1.00pm	<b>Literature Review as Research Foundation</b>  This module emphasizes the importance of conducting a comprehensive literature review. Participants will learn how to effectively read journal articles, capture different sources of information, organize their literature, and write a structured literature review. The session highlights how a strong literature foundation supports high-quality qualitative research.
1.00pm-2.00pm	<b>Lunch Break and Networking</b>
2.00pm-3.30pm	<b>Qualitative Research Design – Part 1</b>  In this session, participants are introduced to various qualitative research designs, such as ethnography, case studies, grounded theory, and phenomenology. Participants will explore how these designs differ in application, and learn about their unique strengths and limitations.
3.30pm-4.00pm	<b>Break and Networking</b>
4.00pm-5.00pm	<b>Qualitative Research Design – Part 2</b>  Continuing from the previous session, this module dives deeper into the application of qualitative designs. Participants will engage with practical examples and case studies, helping them understand how to

2

	select the appropriate research design for their own projects.
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Time	Day Two
<b>9.00am– 10.30am</b>	<p><b>Sampling Methods in Qualitative Research</b></p> <p>This session covers the various sampling methods used in qualitative research, including purposive sampling, snowball sampling, and theoretical sampling. Participants will learn how to create a sampling frame, determine sample sizes, and choose the best sampling strategies for their research goals.</p>
<b>10.30am-11.00am</b>	<b>Break and Networking</b>
<b>11.00am-1.00pm</b>	<p><b>Validity and Reliability in Qualitative Research</b></p> <p>This module tackles the core issues of rigor in qualitative research, focusing on the concepts of validity and reliability. Participants will learn practical techniques to enhance the credibility, transferability, dependability, and confirmability of their research, ensuring the robustness of their findings.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch Break and Networking</b>
<b>2.00pm-3.30pm</b>	<p><b>Transcription</b></p> <p>Transcription involves close observation of data through repeated careful listening (and/or watching), and this is an important first step in data analysis. This familiarity with data and attention to what is there rather than what is expected can facilitate realisations or ideas which emerge during analysis. The participants will have hands-on experience to conduct transcription. A professional qualitative researcher is also an expert in nonverbal communication. Nonverbal communication skills help during triangulation and increase the quality of data analysis.</p>
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>
<b>4.00pm-5.00pm</b>	<p><b>Qualitative Data Collection Methods</b></p> <p>In this session, participants will acquire practical skills for conducting in-depth interviews, focus group discussions, and participant observation. They will also be introduced to designing interview guides and conducting fieldwork. Emphasis will be placed on the nuances of each data collection method and how they contribute to rich qualitative data. This module continues the exploration of data collection methods,</p>

	with a focus on transcription. Participants will learn how to transcribe qualitative data effectively, gaining hands-on experience. The session will also cover the importance of nonverbal communication in research and how it can enrich the data collected.
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Time	Day Three
<b>9.00am– 10.30am</b>	<p><b>Qualitative Data Analysis: Grounded Theory and Framework Analysis – Part 1</b></p> <p>Participants will be introduced to the fundamentals of qualitative data analysis, focusing on coding techniques such as open, axial, and selective coding. The session covers how to apply grounded theory to build theory from the data, and participants will begin practicing coding using sample transcripts.</p>
<b>10.30am-11.00am</b>	<b>Break and Networking</b>
<b>11.00am-1.00pm</b>	<p><b>Qualitative Data Analysis: Grounded Theory and Framework Analysis – Part 2</b></p> <p>This module continues with hands-on exercises in qualitative data analysis. Participants will deepen their skills in coding and theme identification, while also learning about framework analysis. They will explore how to build meaningful insights from the data and understand the differences between grounded theory and framework analysis.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch Break and Networking</b>
<b>2.00pm-3.30pm</b>	<p><b>Presenting Qualitative Research Findings</b></p> <p>This session teaches participants how to present their qualitative research findings effectively. Topics include structuring reports, writing for publication, and visualizing data using charts, tables, and diagrams. Participants will gain tips on how to communicate qualitative research results clearly and persuasively.</p>
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>
<b>4.00pm-5.00pm</b>	<p><b>Reflection and Future Directions</b></p> <p>In the final session, participants will reflect on their learning from the program and discuss how they can apply their new knowledge to their own research. Current trends in qualitative research will be explored,</p>

	and participants will receive guidance on planning their future research endeavors. This is also an opportunity for group discussions and sharing insights gained throughout the workshop.
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