

QUALITATIVE RESEARCH TRAINING COURSES

The Art of Qualitative Interviewing 22 April 2010 in Edinburgh

As a qualitative method, interviewing can generate wonderfully rich and nuanced data, but it requires considerable social, listening and questioning skills. This one-day course is designed to help participants become aware of and practice some of the techniques involved. As well as a grounding in the principles of in-depth interviewing, participants will gain hands-on experience of conducting interviews, acting as an interviewee, and giving and receiving detailed feedback. Some knowledge of qualitative research or attendance on the design day is advisable.

During the course we will cover:

- theories of interviewing
- when to use this method
- different kinds of interview and degrees of structure
- questioning and probing skills (how to criticise and improve on these)
- practical issues involved in setting up interviews
- interviewing different kinds of participant
- recording and transcription

The day will be lead by **Liz Spencer**. **Liz** is an independent research consultant with more than thirty years' experience of qualitative research. She has held research posts at the London School of Economics, The London Graduate School of Business Studies, the Universities of Kent and Essex, and was a Research Director in the Qualitative Unit at the National Centre for Social Research, where, together with Jane Ritchie, she developed and pioneered 'Framework', a matrix base approach to qualitative data analysis. . She delivers training for a range of organisations, and teaches short courses at the Universities of Essex and Hong Kong. She has recently been appointed an academician of the Academy of Social Sciences.

In 2006 Liz founded Q²Training Complete with her colleague, Pamela Campanelli. Both Liz and Pamela are dedicated to providing research training that is lively and engaging, communicating concepts in a straightforward and accessible way and providing workshops to put theory into practice.

The cost to attend is £185 for SRA members and £260 for non-members.

To book your place, please complete the attached booking form and return it to SRA Scotland, c/o Adams Associates, 590 Queensferry Road, Edinburgh, EH4 6AT or fax to 0131 538 6247. For further information please contact Lindsay Adams on 0131 538 6247 or send an email to Lindsay.adams@blueyonder.co.uk