

Deductive Approaches to Testing Research Propositions in Qualitative Studies

A Webinar

Presented by

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Deductive approaches to qualitative research have been overlooked by many researchers. This is partly because it has been conceived of as a less conventional research approach and as a result it has traditionally had relatively few guidelines and examples. This has changed and there is much more interest in using this method for academic research especially at the masters and doctoral levels.

This Webinar/workshop explains when qualitative testing of research propositions is appropriate, presents a research procedure to follow, explores the contribution that can be made in following this approach, as well as its limitations.

This Webinar is relevant to academics from most Commerce and Social Science Faculties, and it will also have value to some other Departments and Schools.

Webinar outline

Positioning deductive approaches to qualitative research

- Conventional approaches to quantitative and qualitative research
- When qualitative testing of research propositions is appropriate:
 - *maturity of the research concept*
 - *nature of the phenomenon*
 - *investigating processes*
 - *type of data*

The research process

- A seven-step process incorporating deductive thematic analysis and pattern matching

Research tools

- Conceptual frameworks and research propositions
- The code book
- Coding memoranda
- The interview question matrix

Data analysis

- Descriptive elements
- Deductive thematic analysis
- Pattern matching

Research contribution

- Testing research propositions
- Theory building
- Contextualising versus generalising findings

This webinar delivers practical useful information which can be put to immediate use. It is relevant to academics from most Faculties, Departments and Schools.

The webinar will be held on **Tuesday 30th November 2021**, and it will run to **GMT time** using Zoom. The Zoom Room will open at **1:45 pm (GMT)** and the event will begin at **2:00 pm** and will finish at **4:00 pm (GMT)**. The attendance fee is **£25**. To book a place on the webinar, please see:

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Webinar Facilitator



Noel Pearse is a professor in the Rhodes Business School at Rhodes University, and Research Co-ordinator for the Master's and PhD programmes. He lectures in Leadership, People Management, Strategy Implementation, Change Management and Research Design. His research interests currently lie in the areas of leadership and its development, and deductive approaches to qualitative research. He is an active supervisor at both masters and doctoral levels.