

Field Methods

Interviewing, Focus Groups and Questionnaires

Webinar

Presented by
Professor Dan Remenyi
Tuesday 10th May 2022

There is a large range of possible data collection techniques available to academic researcher and it is sometimes difficult to know which might be the most appropriate to use. In addition there can be a gap between knowing what techniques are available and making them work productively in the field. This webinar works at two levels. It is firstly about knowing what techniques are available and what they can do and can't do and secondly it is about acquiring some of the practical skills needed to use them. *A free PDF copy of the textbook Field Methods for Academic Research is provided to all participants who register for this event.*



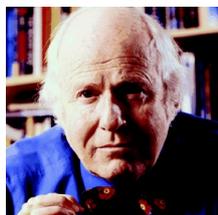
This webinar has been specifically designed to assist participants make the most from three of the more extensively used approaches to collecting data for doctoral research which are interviewing, focus groups and questionnaires.

This practical webinar participants will be helped to decide which field method or methods are most appropriate for their research and they will have the opportunity to start developing their own protocols.

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

The webinar will be held on **Tuesday 10th May 2022**, the webinar will run to **GMT+1** using Zoom. The Zoom Room will open at **13:45 PM GMT +1** and the event will begin at **14:00 PM GMT +1** and will finish at **16:00PM**. The attendance fee is **£30**. Fees include a **PDF copy of Field Methods for Academic Research** which may be viewed at: https://www.academic-bookshop.com/ourshop/prod_1314684-Field-Methods-for-Academic-Research-3rd-Edition.html For more info and to book see: <https://www.academic-conferences.org/seminars/> or contact: louise@academic-conferences.org

Webinar Facilitator



Dr Dan Remenyi specialised in research methodology. He was for more than a decade a Visiting Professor in Information Systems Management at the School of Systems and Data Studies at Trinity College, University of Dublin. He teaches Research Methodology and Sociology of Research as well as supervising academic researchers and works extensively with research candidates and their supervisors at both doctoral and masters level. He has authored or co-authored more than 30 books and some 50 academically refereed papers. He is published in all 4 of the 'A' rated Journals in the United Kingdom in Information Systems Management. Some of his books have been translated into Chinese, Japanese and Romanian. He holds a B Soc Sc, an MBA and a PhD.

See full webinar outline on the next page.

Webinar outline

- **Field Methods as data collection devices**
- **The Role of Interviewing in Academic Research**
- **The Different forms of Research Interviewing**
 - Interviewing with a questionnaire
 - Collecting data or evidence for quantitative analysis
 - Semi-structured interviewing
 - Un-structured interviewing
- **The stages of Interview Research**
 - Planning an Interview
 - Creating your Interview Protocol
 - Thinking through the detail of the work required to find appropriate Informants and to work with them
- **What are Focus Groups?**
 - When are Focus Groups appropriate as evidence collection device in qualitative or quantitative academic research?
- **Instruments of evidence collection**
 - Self-administered questionnaires verses administered questionnaire
- **The Phases of Questionnaire Development**
 - Pre-questionnaire research
 - Questionnaire design and development
- Questionnaire field testing
- **Pre-questionnaire research**
 - Examining the evidence required to answer the research question
 - Listing the alternative routes to evidence acquisition
 - The selection of a measuring instrument/questionnaire
- **The buy or make decision**
 - Standardised questionnaires
 - Administered, self completion, telephone, Internet questionnaires
- **Question categories**
- **Validity Issues**
 - Questionnaire field testing
 - Selecting a field testing group
 - Size of the field testing group
 - Results of the field testing
 - Critiques of questionnaires
- **Setting up a field-testing study**
 - Evaluation the results of the Field-testing group
 - Re-evaluating clarity and ambiguity
 - Amending the questionnaire