The Art of Investigation:
Qualitative Research Methods

Online Training Programme

Springfield Centre

Training Overview

The field of market systems development is built on interviews, focus groups and field trips – but few of us have ever been taught how to use qualitative research methods well, yet alone how to analyse the results. This course aims to address just that.

This course will teach you the A to Z of qualitative research for development – from planning through to analysis. It's practical, interactive and informal. This course is not really about theory; it is about how to actually use these research tools in practice! Places are limited, so that we can get to know you, answer your questions and provided personalised feedback.

No matter how much of a beginner you are when you join, you will come out more confident, more skilled, and better able to use qualitative research methods to do your job.

You will learn how to:

- make a research plan

- sample for qualitative research

- do a semi-structured interview

- handle a focus group

- analyse qualitative data and come up with conclusions

Who is this course for?

This course is for anyone who uses talking to people outside their own team as a way to get the information they need as development practitioners. Typically, that includes:

- Intervention managers and staff
- Monitoring and results measurement specialists
- Consultants
- Evaluators and external reviewers

If you are responsible for doing interviews, field visits or focus groups, for planning research, or for analysing qualitative data, you will get something from this course. If you manage people who are responsible for doing qualitative research, or if people report to you on the basis of qualitative research, then this is not the course for you – it's the course for your team. Sign them up!

This course will give you:

✓ **Access to tools** to help with planning, conducting and analysing your own qualitative research

✓ **Opportunities to practice** then and there – this course doesn't just build understanding, it teaches you how to build your skills.

✓ **Personalised feedback** from your trainer and fellow participants – do you know what *you personally* need to work on to improve your research skills?

✓ **Connections to colleagues** – a small group who are also overcoming the challenges that come with using qualitative research for development

✓ **A certificate** for successful completion of the course

If you have any questions about this course or its suitability for your team, please feel free to email Rachel Shah on **rshah@springfieldcentre.com**

How advanced is this course?

If you have professional or academic training in qualitative research methods, then this isn't for you, but if you have been doing interviews for years but have never really been taught things like:

- how to translate research questions into interview questions,

- how to probe for deeper information,

- how to avoid leading questions, or

- what to do with all those interview notes other than write up your impressions in a report

...then you will almost certainly develop your skills with this course. At least, you will if you are keen to learn and improve your current practice! Some of the material might be familiar, but because the course is so practical, you will find the exercises enable you to build on the skills you already have.

This also means that if you have literally never done a research interview in your life, you'll fit right in. Sign up and we'll teach you how to start!
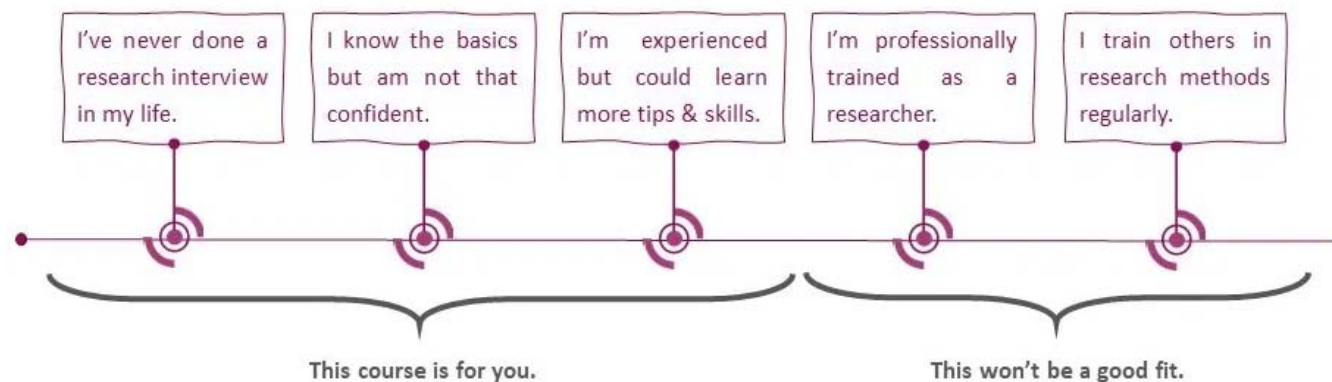
Meet the Trainer

Dr Rachel Shah

Rachel is an experienced trainer, consultant and researcher. She has a Masters in Research Methods and a PhD in Development Anthropology from Durham University. She has provided training and backstopping on qualitative research to numerous programme teams and is a regular trainer on Springfield Centre's two-week course on Making Markets Work for the Poor (M4P), co-leading the popular Measurement: Information into Use elective.

She's also a total geek for research methods and actually finds doing qualitative research FUN. Let us know if she wins you over on that one!

Programme delivery

Course Dates

Dates for the next course will be confirmed shortly.

Exact timings will be determined when we have our full participant list so that we can choose a time slot most appropriate for time zones we're covering.

Delivery Format

Sessions will run over four hours each day, including "zoom fatigue" breaks. As each course is exclusive to a small group, exact timings will be confirmed once applicants have been selected, to accommodate a range of time zones.

This is an intensive, live course – it will require full participation in all of the sessions. In other words, don't expect to get your other work done in the background!! You will get more out of the course if you also budget time for homework – allow about an hour per day.

Course Requirements

All sessions will be live, interactive and online. Participants therefore need access to a laptop and a sufficiently stable internet connection to be able to participate in video calls.

The main delivery platform will be Zoom. We will use a variety of online collaboration tools – but none will have cost implications above the course fee.

Programme delivery

Delivery Platform

The training will be delivered online using Zoom.

If you do not already have Zoom, we suggest you install it in advance of the first session. You can find all the details of how to do this, along with tutorials, here: Zoom video tutorials

We would also recommend that you make sure you are familiar with the key controls, including enabling video, muting/unmuting your microphone, the chat facility and screen annotations.

We ask you to join each session approx. 5 minutes ahead of the planned start time so we can check your IT is working. We ask that you switch your video on and have your microphone muted during presentations.

Additional Applications

During the sessions, we will be making use of an interactive whiteboard called **Miro.**

We ask that you sign up for a free account before the first session and make sure you are comfortable with how it works. Please visit the website below to sign up: www.miro.com

You can also find some basic tutorials here: https://help.miro.com/hc/en-us

We would strongly recommend that you make sure you are familiar with some of the key controls including zooming and scrolling around the board canvas/navigating frames, adding text, and using tables.

Administration

Course Fees

The course fee is £595 GBP per person (plus VAT / tax where applicable).

Click Here to Apply

Terms and Conditions

1. Registration is confirmed once the application form has been received and accepted, and the invoice for the participation fee paid in full. The organisers will confirm completed registration.
2. Cancellation Policy – unfortunately, the fee cannot be refunded.
3. The participant releases the organisers from any liability associated with any loss or cost incurred by the participant. If circumstances beyond the control of the organisers force them to either postpone or cancel the event, the organisers accept no responsibility for any loss incurred by the participant, beyond refund of the fee received by the organisers at the time of booking (less bank charges).
4. No refunds will be given to participants who are unable to attend the course due to poor internet connection.
5. The course fee is £595 GBP (plus any applicable taxes).
6. Payment must be made by bank transfer within 14 days from the invoice date (or sooner if the course begins within 14 days) or your place will be offered to someone on our waiting list. Unfortunately we cannot accept payment by credit or debit card.

Please be aware that the course will be delivered in English only. It is therefore recommended you have a good understanding of both written and spoken English in order for you to be able to fully follow the course content.