



2<sup>nd</sup> Level Master's Degree

# Qualitative methods applied to social and marketing research

Third edition - A.A. 2011-2013

offers

## SERIES OF SEMINARS IN ADVANCED QUALITATIVE RESEARCH METHODS AND TECHNIQUES

## 1<sup>st</sup> Seminar

# Engaging people in the research process: the participatory-action research approach

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April 15<sup>th</sup>  
from 9.30 to 18.30

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## Prof. M. Mayan

University of Alberta, Faculty of Extension, Edmonton (Canada)

Engaging people in the research process is a more and more important goal for qualitative researchers. Making people participating in the study as “co-researchers” (and not only as “subjects” to be studied) is important not only in order to reach an ecological glance on socio-cultural phenomena, but also to change and improve them.

This seminar will be aimed at:

- introducing theoretical and methodological underpinnings of participatory action research
- offering cues about the selection of this qualitative approach among the others (*when using it? To reach what objectives of knowledge?*)
- get familiar with the methodological process of a participatory action research design

This seminar will be articulated into two sections: a *back-ground introduction* (theoretical and methodological assumptions of participatory action research) and *lab session* (to discuss case histories and engage in practical exercises).

## 2<sup>nd</sup> Seminar

# When qualitative research starts from nothing: doing grounded theory

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May 13<sup>th</sup>

from 9.30 to 18.30

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### Prof. M. Tarozzi

University of Trento, Department of Cognitive Sciences, Trento (Italy)

Grounded theory is one of the best established qualitative methods. The aim of Grounded Theory is - as its name directly tells - to produce theories grounded in the data (thus in the phenomena themselves); theories that are congruent, explicative and “economical”.

Based on these assumptions, the seminar will seek to:

- introduce the epistemological and methodological underpinnings of grounded theory
- explain election criteria for this approach
- describe the methodological process of a grounded theory (*from theoretical sampling, to interviewing, to analysing and abstracting an explicative model of the phenomenon*)
- deepen the coding process implied by a grounded theory research (*open coding, axial coding, selective coding*)

This seminar will be articulated into two sections: a *back-ground introduction* (theoretical and methodological assumptions of grounded theory) and *lab session* (to discuss case histories and engage in practical exercises).

### 3<sup>rd</sup> Seminar

# Is grounded theory “one” or “multi”? The evolving trends in the grounded theory methodological tradition

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July 2<sup>nd</sup>

from 9.30 to 18.30

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## Prof. K. Olson

University of Alberta, Faculty of Nursing, Edmonton (Canada)

This seminar is conceived as an advancement of the 2<sup>nd</sup> seminar and it is aimed at describing the multiple methodological perspectives that developed in the last 50 years within the grounded theory tradition.

In particular the seminar will be aimed at clarifying differences and similarities among the different grounded theory approaches and at offering choice criteria for each of them according to the researcher's needs.

More in detail, the seminar will cover the following topics:

- overview of different perspectives among grounded theory: *Glaserian Grounded Theory, Straussian Grounded Theory, Dimensional Analysis, Constructivist Grounded Theory, Situational Analysis*
- methodological features of each grounded theory perspective and its differential suitability to specific research questions
- evolving trends in grounded theory (*what is brewing?*)

This seminar will be articulated into two sections: a *back-ground introduction* (theoretical and methodological assumptions of grounded theory) and *lab session* (to discuss case histories and engage in practical exercises).

## 4<sup>th</sup> Seminar

# Meanings of tales: working with story telling e narrative inquiry

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June 10<sup>th</sup>

from 9.30 to 18.30

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## Prof. G. Scaratti

Catholic University of Sacred Heart, Faculty of Economics, Milan (Italy)

An intensive and engaging workshop aimed to deepen theoretical and methodological assumptions of *Narrative Inquiry*. In particular the workshop will seek to answer the following methodological questions:

- Why and when choosing narrative inquiry? (*when you can use narrative inquiry? To reach what aims?*)
- How to design data collection tools? (*narrative interview guide, diary construction ...*)
- How to conduct a narrative interview? (*story telling technique, in depth narrative interview*)
- How to analyze narrative data?

This seminar will be articulated into two sections: a *back-ground introduction* (theoretical and methodological assumptions of narrative inquiry) and *lab session* (to discuss case histories and engage in practical exercises).

## 5<sup>th</sup> Seminar

# Beyond words: the heuristic value of ethnography

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September 16<sup>th</sup> and 17<sup>th</sup>  
from 9.30 to 18.30

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## Prof. G. Gobo

University of Milan, Faculty of Political Sciences, Milan (Italy)

In the complex post-modern society, research approaches able to deal with real social problems in a holistic and flexible way assume more and more value. To study how the citizen-consumer interacts with his/her reference context and gives meaning to it, is becoming a priority in qualitative research. For these reasons, Ethnography is reaching a growing importance in the field of the research methods applied to social and marketing issues. This two days seminar will focus on:

- theoretical and methodological assumptions of Ethnography
- Ethnographic observation (*how to build an observation grid? how to conduct participant and not participant observation?...*)
- analysis of *field note*
- drafting a results report.

The seminar will mix theoretic lessons with research case and practical exercises.

## 6<sup>th</sup> Seminar

# Visual methods: semiotic analysis of visual artefacts

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**September 30<sup>th</sup> and October 1<sup>st</sup>**  
**from 9.30 to 18.30**

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### **Prof. R. Eugeni and Dr. Bourlot**

Catholic University of Sacred Heart, Department of Communication and Performance Sciences, Milan (Italy)

This is a two days intensive seminar aimed at deepening theoretical and methodological assumptions Semiotic applied to visual artefacts. In particular the seminar will cover the following topics:

- the election criteria of the method (*When using Semiotics? To reach what aims?*)
- performing Semiotics: main rules and strategies
- the applications of Semiotics to media analysis.

Theoretic lessons will be integrated by the discussion of case histories and practical exercises.

## 7<sup>th</sup> Seminar

# Get your hands dirty: managing, describing and interpreting qualitative data

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**December 16<sup>th</sup>**  
**from 9.30 to 18.30**

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## Dr. G. Graffigna

Catholic University of the Sacred Heart, Faculty of Psychology, Milan (Italy)

Analysing qualitative data is often a problem for both novice and senior qualitative researchers: *how to treat and manage data? How to abstract and build theoretical interpretations from data?* Those are only some of the questions that usually qualitative researchers have to answer when analysing their data. This one day seminar will be dedicated to deepen the logic and the main strategies of qualitative data analysis, from the analysis of content, to the analysis of the conversational and argumentative features of data transcripts.

In particular the seminar will be aimed at

- discussing how coding is differently performed depending on the methodology assumed in the research design
- ...and according to the type of data to be analyzed (es. Focus-group data vs. interview transcripts vs observational notes)
- deepen the analytical and interpretative process, describing the process that allows the passage from data coding to abstracting

The seminar is introductory to the following two seminars dedicated to software based data analysis.

The seminar is thought as an interactive workshop where participants will exercise analysing and interpreting qualitative data.

8<sup>th</sup> Seminar

## Software assisted analysis of textual data: Atlas.Ti

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November 19<sup>th</sup>  
from 9.30 to 18.30

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### Dr. E. De Gregorio

University of Genova, Department of Anrthropological Sciences, Genova (Italy)

This one-day seminar will be dedicated to familiarize with ATLAS-TI: a software dedicated to the thematic analysis of qualitative data.

ATLAS.TI offers several functions of data coding and retrieving that allows the management of large corpus of texts and the abstraction of analytic interpretations grounded in the data. Furthermore the software, in its latest version, allows the analysis of video and photographic material.

In particular the seminar will cover the following topics:

- the *software* features and main uses (*When to use ATLAS.TI? To reach what aims?*)
- software structure and functioning (*building the “corpus” of data, defining hermeneutic units, implementing the coding system*)
- main ATLAS.TI analytic functions (*open coding, category coding, axial coding, query tools*)
- interpreting analysis outcomes

The seminar will be an interactive workshop where participants will exercise with the software and the interpretation of analytical outputs.

9<sup>th</sup> Seminar

## Quantitative Lexicographic analysis of texts: T-Lab

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December 2<sup>nd</sup>  
from 9.30 to 18.30

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### Dott. E. Lozza

Catholic University of Sacred Heart, Faculty of Psychology, Milan (Italy)

This one-day seminar will be dedicated to familiarize with T-LAB: a software dedicated to the quantitative lexicographic analysis of qualitative textual data. T-LAB allows the automatic (or semi-automatic) analysis and comparison of a text lexical features. Thank to specific statistical analysis (quantitative content analysis) the software helps the researcher to explore and to measure semantic specificities of a given text and to compare these specificities with different texts or different parts of the same text.

In particular the seminar will cover the following topics:

- quantitative text analysis: specificities and applications (*When using T-LAB? To reach what analytical aims?*)
- software structure and functioning (*building a "corpus" of data, defining the "elementary contexts", choosing coding variables, personalizing the vocabulary ...*)
- main T-LAB analytic functions (*thematic analysis, co-occurrence analysis, comparative analysis*)
- interpreting analysis outcomes

The seminar is thought as an interactive workshop where participants will exercise with the software and the interpretation of analytical outputs.

**10<sup>th</sup> Seminar**

# Qualitative research through and about the Internet: new frontiers of e-research

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**December 16<sup>th</sup>**  
**from 9.30 to 18.30**

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**Dr. G. Graffigna**

Catholic University of the Sacred Heart, Faculty of Psychology, Milan (Italy)

The Internet offers important opportunities and challenges to qualitative research, not only because it generates new objects (and subjects) of inquiry, but also because it configure itself as a new medium for data collection.

This seminar will offer the opportunity to deepen the last technical and methodological developments of online qualitative methods and techniques applied to social and marketing research.

In particular the software will cover the following topics:

- online qualitative research overview: fields of application, main tools and techniques
- online focus group: choosing among different techniques of online focus groups; constructing, conducting and analysing online discussions groups
- analysis of buzz and of online word of mouth: using blogs, social networks, online communities for research purposes
- emergent trends in online qualitative research: new frontiers

The seminar will be an interactive workshop where participants will exercise with the software and the interpretation of analytical outputs.

11<sup>th</sup> Seminar

# Unconventional qualitative research for unconventional marketing

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January 28<sup>th</sup>  
from 9.30 to 13.30

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## Prof. B. Cova

Euromed Management, Marsiglia (France)

New forms of marketing and communication are deeply changing the way industries interact with their consumers. This implies new knowledge needs and new challenges for qualitative research devoted to explore marketing problems.

This seminar will be aimed at:

- exploring the scenario of new unconventional forms of marketing: *tribal marketing, guerriglia marketing, viral marketing, ambient communication...*
- discussing the elective value of qualitative research to support unconventional marketing strategies
- mapping the new approaches of qualitative research that are best suited to support unconventional marketing strategies

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RESEARCH METHODS AND TECHNIQUES**

APPLICATION FORM:

To be sent to:

**Università Cattolica del Sacro Cuore**  
**via Carducci 28/30**  
**20123 Milano MI**

**To be validated, your application must be sent with the complete documents by post mail or fax (+39 02 7234.5202)**

Il sottoscritto/ I the undersigned .....

nato a/born in ..... il/on .....

indirizzo/address .....

Telefono/ Phone number .....

e-mail .....

Chiede di iscriversi ai seguenti seminari / Requests to apply to the following seminars:

- Friday, April 15<sup>th</sup>, **Engaging people in the research process: the participatory-action research approach**
- Friday, May 13<sup>th</sup>, **When qualitative research starts from nothing: doing grounded theory**
- Saturday, July 2<sup>nd</sup>, **Is grounded theory "one" or "multi"? The evolving trends in the grounded theory methodological tradition**
- Friday, June 10<sup>th</sup>, **Meanings of tales: working with story telling and narrative inquiry**
- Friday 16<sup>th</sup> and Saturday 17<sup>th</sup> of September, **Beyond words: the heuristic value of ethnography**
- Friday, September 30<sup>th</sup> and Saturday, October 1<sup>st</sup>\*, **Visual methods: semiotic analysis of visual artefacts**
- Friday, November 18<sup>th</sup>, **Get your hands dirty: managing, describing and interpreting qualitative data**
- Saturday, November 19<sup>th</sup>, **Software assisted analysis of textual data: Atlas.Ti**
- Friday, December 2<sup>nd</sup>, **The quantitative Lexicographic analysis of text: T-Lab**
- Friday, December 16<sup>th</sup>, **Qualitative research through and about the internet: new frontiers for e-research**
- Saturday, January 28<sup>th</sup>\*, **Un-conventional qualitative research for un-conventional marketing**

Allego ricevuta del bonifico bancario del pagamento di EUR ..... (€ 150 per workshop di una giornata, € 300 per workshop di due giornate, € 1.500 per il pacchetto completo di tutti i workshop)) da versare sulle seguenti coordinate IT95B0330903200211610000191 - Banca Intesa - Intestato ad Università Cattolica del Sacro Cuore ag. Infrastrutture e Sviluppo Roma, indicando "seminari master ricerca qualitativa"

I attach to this application the copy of bank transfer of EUR ..... (€ 150 for each 1day seminar, € 300 for each 2days seminar, € 1.500 for the full offer of seminars)

IBAN IT95B0330903200211610000191 SWIFT/BIC: BCITIT 44

Please indicate on the causal "Seminars in qualitative research"

Milano, ..... Firma/Signature .....

Informativa ai sensi dell'art.13 del D.L. 30 giugno 2003 n. 196

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