

MARUM / GLOMAR Basic Knowledge Course

Introduction to Research Methods in the Social Sciences – Using Surveys and Interviews in a Research Project

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Objectives

This course will cover the usage of three quantitative and qualitative methods within the scope of a research project: surveys, interviews, and focus groups. Participants are expected to acquire a basic understanding of survey construction and the different ways surveys can be administered. However, the focus of the course will be on qualitative interviews. Participants will learn how to translate their research question into an interview guideline, how to recruit interview partners, and how to conduct interviews. The course ends with a brief introduction to qualitative data analysis.

One major goal of this class is to provide hands-on knowledge that can be applied to the participants' own research projects. Participants are therefore encouraged to bring examples of their own research, questions, and challenges to the class. Furthermore, becoming an interviewer takes a lot of practice. The class will provide a secure framework to do so in smaller groups.

Topics

- Quantitative methods: Survey
 - Survey construction
 - Survey administration for different target groups
- Qualitative methods: Interviews
 - From research question to interview guide
 - Recruitment of participants (focus: expert interviews)
 - Practice: becoming an interviewer
 - Brief introduction to qualitative data analysis
- Qualitative Methods: Focus Groups
 - Brief introduction

Location and Time

Sustainability Research Center (artec), University of Bremen, SFG building, room 2210

09.00 – 17.00 hrs.

Registration

To register for this course, please visit the [course web page](#).

Please note that your registration will be binding.

The registration deadline for this course is **3 September 2017**.

Any enquiries regarding the course should be addressed to glomar-courses@marum.de.