

**Department of Public Health
Institute of Social & Cultural Studies
Faculty of Behavioral & Social Sciences
University of the Punjab, Lahore**

Course Outline

Programme	BS Workplace Health & Safety Promotion	Course Code	WHSP 310	Credit Hours	3
Course Title	Qualitative Research Methods				

WHSP 310- Qualitative Research Methods

Course Learning Outcomes:

- i. To understand the philosophical, ethical, and political issues involved in the practice of social science within public health.
- ii. Learning qualitative social research in public health.
- iii. Acquiring the strategies and techniques needed to conduct qualitative research on human behavior.

Course Contents

- i. Philosophical basis of qualitative research applied to health settings

Major assumptions in qualitative research:

- ii. Subjectivism
- iii. Interpretivism
- iv. Social constructionism

The role of theory in the research process

- v. Inductive vs. deductive research

Major qualitative methodologies

- vi. Ethnography Method
- vii. Narrative Method
- viii. Phenomenological Method
- ix. Grounded Theory Method
- x. Case Study

Introduction to data collection methods

- xi. Observation and its types
- xii. Qualitative interviews with individuals in the arena of health care
- xiii. The principles and practice of ethnography
- xiv. Focus groups methods

xv. Documents analysis

Approaching analysis

xvi. Narrative analysis and thematic analysis

xvii. Research ethics in qualitative research

xviii. Introduction to NVivo.

Recommended Readings:

1. Awan, J.A. (2015). *Scientific Presentations*. Unitech Communications, Faisalabad, Mason, Jannifer. (2018). *Qualitative Researching* (2nd ed.). United States: Sage Publisher.
2. Yin, Robert. (2015). *Qualitative Research from Start to Finish* (2nd ed.). New York: Guilford Press.
3. Flick, UWE. (2014). *An introduction to Qualitative Research* (5th ed.). Sage Publisher.
4. Priscilla, Uli., Elizabeth, Robinson., & Elizabeth, Tolley. (2005). *Qualitative Methods in Public Health: A Field Guide for Applied Research*. Jossey Bass Publisher.
5. Ritchie, Jane & Lewis, Jane. (2003). *Qualitative research practice: A guide for social science students and researchers*. London, Thousand Oaks, New Delhi: Sage Publication
6. Fischman, MW. (2000). "Informed consent." In: BD Sales & S Folkman (Eds.), *Ethics in research with human participants*. Washington, DC: American Psychological Association. pp. 35-48
7. Folkman, S. (2000). "Privacy and confidentiality." In: BD Sales & S Folkman (Eds.), *Ethics in research with human participants*. Washington, DC: American Psychological