



Spaces of Participation: Topographies of Social and Political Participation in Morocco, Egypt, and Palestine

Second Training Workshop: Doing Qualitative Research in Media and Popular Cultural studies

Convened by Forum for the Study of Popular Culture

Conducted by: Dr. Anne Grüne- Researcher and lecturer of Comparative Cultural and Media Studies at the chair for International and Comparative Communication Studies at the University of Erfurt, Germany

Venue: Women and Memory Forum (WMF) in Cairo. 12 Soliman Abaza Street, Giza.

March 2-4, 2015

Workshop Programme

Day 1 Monday March 2nd 2015

09:30- 10:00 **Introduction to the Workshop**

10:00-12:00 **Session 1: Theoretical Introduction** (Tea and Coffee will be served)

Qualitative Methods in Contexts of Media and Popular Culture Research: Methodological Basics and Application Fields

Suggested Readings:

Altheide, David L.; Schneider, Christopher J. (2013): *Qualitative Media Analysis*. 2nd ed. Los Angeles: Sage Publications. Pp. 1 – 23. (*Plugged-In Research*)

Lindlof, Thomas R.; Taylor, Bryan C. (2002): *Qualitative Communication Research Methods*. 2nd ed. Thousand Oaks, Calif: Sage Publications. Pp. 1-29 (*Introduction to Qualitative Communication Research*)

Saukko, Paula (©2005): *Methodologies for Cultural Studies*. In: Norman K. Denzin und Yvonna S. Lincoln (Hg.): *The SAGE handbook of qualitative research*. 3rd ed. Thousand Oaks: Sage Publications, S. 343–356.

12:00-13:00 **Lunch**

13:00-15:00

Session 2: Introduction to Survey Methods in Media and Cultural Studies Research
(Tea and Coffee will be served)

Qualitative Research is About Doing Fieldwork: How to Collect Relevant Data in the Field of Media, Culture and Communication

Further Readings:

Lindlof, Thomas R.; Taylor, Bryan C. (2002): Qualitative Communication Research Methods. 2nd ed. Thousand Oaks, Calif: Sage Publications. Pp. 132 – 168/ 170 - 208 (*Observing, Learning, and Reporting / Asking, Listening, and Telling*)

Day 2 Tuesday March 3rd 2015

09:30- 10:00

Introduction and Logistics

10:00- 12:00

Session 3: Introduction to Evaluation Methods in Media and Cultural Studies Research
(Tea and Coffee will be served)

Qualitative Content Analysis, Documentary Methods and Hermeneutics

Further Readings:

Gibbs, Graham (2007): Analyzing Qualitative Data. Los Angeles: Sage Publications. Pp. 38 – 56 (*Thematic Coding and Categorization*)

Lindlof, Thomas R.; Taylor, Bryan C. (2002): Qualitative Communication Research Methods. 2nd ed. Thousand Oaks, Calif: Sage Publications. Pp. 209 - 245 (*Qualitative Analysis and Interpretation*)

Seale, Clive (2004): Researching Society and Culture. 2nd ed. London, Thousand Oaks, Calif: Sage Publications. Pp. 233 – 261. (*Analysing Cultural Objects: Content Analyses and Semiotics / Analysing Discourse*).

12:00-13:00

Lunch

13:00-15:00

Session 4 Pitfalls and Potentials of Qualitative Research in Media and Cultural Studies
(Tea and Coffee will be served)

Open Discussion about Quality Criteria, Research Ethics and the Researchers Own Role

Day 3 Wednesday March 4th 2015

- 09:30- 10:00 **Introduction and Logistics**
- 10:00- 12:00 **Session 5: Qualitative Research in Social Media** (Tea and Coffee will be served)
- Open workshop with the participants about how to apply qualitative methodology best to the research project
- 12:00-13:00 **Lunch**
- 13:00-15:00 **Session 6: Qualitative Research and Space** (Tea and Coffee will be served)
- Open workshop with the participants about how to apply qualitative methodology best to the research project
- 18:30 **Dinner** (*Qamar al Sham Nile Boat- 7, Houd El-Nil Street- Gezira, Zamalek, next to Cairo Sofitel, Tel. 02 27361111 <https://www.facebook.com/pages/Amar-Al-Sham-Nile-boat>*)

Special thanks to the Women and Memory Forum for hosting this event