



## Guidelines for the use of Qualitative Methods: Media Change & Innovation Division (Prof. Dr. Latzer)

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### Purpose

This guide provides resources and guidelines to use qualitative methods in seminar papers, concepts, or Master's theses with Prof. Dr. Michael Latzer (Media Change & Innovation Division). These guidelines are divided in 6 sections: general resources, research design, data collection, data analysis, writing/reporting results, and additional considerations. Please note that these guidelines are not comprehensive and students should find suitable methodological references for their specific project and research design.

### General Resources

- Tracy, S. J. (2012). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. John Wiley & Sons.
- Silverman, D. (2008). *Doing qualitative research: A comprehensive guide*. Sage.

### Research Design

- Maxwell, J. A. (2013). *Qualitative research design: An interactive approach*. Sage.
- Agee, J. (2009). Developing qualitative research questions: a reflective process. *International Journal of Qualitative Studies in Education*, 22(4), 431–447.  
<https://doi.org/10.1080/09518390902736512>
- Brinkmann, S., & Kvale, S. (2015). Chapter 6: Thematizing and designing an interview study. In *InterViews—Learning the Craft of Qualitative Research Interviewing* (3rd ed., pp. 125–147). Sage.
- Braun, V., & Clarke, V. (2022). Conceptual and design thinking for thematic analysis. *Qualitative Psychology*, 9(1), 3–26. <https://doi.org/10.1037/qup0000196>
- Kozinets, R. V. (2015). *Netnography: Redefined*. Sage.
- Pink, S., Horst, H., Lewis, T., Hjorth, L., & Postill, J. (2015). *Digital ethnography: Principles and practice*. Sage



## Data Collection

### • Sampling

- Coyne, I. T. (1997). Sampling in qualitative research. Purposeful and theoretical sampling; merging or clear boundaries? *Journal of Advanced Nursing*, 26(3), 623-630. <https://doi.org/10.1046/j.1365-2648.1997.t01-25-00999.x> PMID:9378886
- Morse, J. M. (1991). Strategies for sampling. In J. M. Morse (Ed.), *Qualitative nursing research: A contemporary dialogue* (pp. 127-145). Sage. <https://doi.org/10.4135/9781483349015.n16>
- Baltar, F., & Brunet, I. (2012). Social research 2.0: Virtual snowball sampling method using Facebook. *Internet Research*, 22(1), 57-74. <https://doi.org/10.1108/10662241211199960>

### • Interviews

- Lareau, A. (2021). *Listening to people: A practical guide to interviewing, participant observation, data analysis, and writing it all up*. University of Chicago Press.
- Roberts, R. (2020). Qualitative Interview Questions: Guidance for Novice Researchers. *The Qualitative Report*, 25(9), 3185-3203. <https://doi.org/10.46743/2160-3715/2020.4640>
- Knott, E., Rao, A. H., Summers, K., & Teeger, C. (2022). Interviews in the social sciences. *Nature Reviews Methods Primers*, 2(1), 1-15. <https://doi.org/10.1038/s43586-022-00150-6>
- Legard, R., Keegan, J., & Ward, K. (2013). In-depth interviews. In J. Ritchie & J. Lewis (Eds.), *Qualitative Research Practice: A Guide for Social Science Students and Researchers* (2nd ed., pp. 138-169). Sage.

### • Social media content

- Salmons, J. (2017). Using social media in data collection: Designing studies with the qualitative e-research framework. *Social media research methods*, 177-196.
- Mayr, P., & Weller, K. (2017). Think before you collect: Setting up a data collection approach for social media studies. *The SAGE handbook of social media research methods*, 679.

## Data Analysis

### • Thematic Analysis

- Braun, V., & Clarke, V. (2022). *Thematic analysis: A practical guide*. Sage
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101. <https://doi.org/10.1191/1478088706qp0630a>
- Braun, V., Clarke, V., Hayfield, N., & Terry, G. (2019). Thematic analysis. In P. Liamputtong (Ed.), *Handbook of Research Methods in Health Social Sciences* (pp. 843-860). Springer. [https://doi.org/10.1007/978-981-10-5251-4\\_103](https://doi.org/10.1007/978-981-10-5251-4_103)
- <https://www.thematicanalysis.net/>



- **Content analysis**

- Mayring, P. (2004). Qualitative content analysis. En U. Flick, E. con Kardoff, & I. Steike (Eds.), *A Companion to qualitative research* (pp. 266-269). Sage.
- Serafini, F., & Reid, S. F. (2023). Multimodal content analysis: expanding analytical approaches to content analysis. *Visual Communication*, 22(4), 623-649. <https://doi.org/10.1177/1470357219864133>
- Light, B., Burgess, J., & Duguay, S. (2018). The walkthrough method: An approach to the study of apps. *New Media & Society*, 20(3), 881–900. <https://doi.org/10.1177/1461444816675438>

### Writing/Reporting Results

- Weaver-Hightower, M. B. (2018). *How to write qualitative research*. Routledge.

### Additional Considerations for qualitative research

- Lincoln & Guba's evaluative criteria for Trustworthiness in qualitative research: <http://www.qualres.org/HomeLinc-3684.html>
- Reich, J. A. (2021). Power, positionality, and the ethic of care in qualitative research. *Qualitative Sociology*, 44(4), 575-581. <https://doi.org/10.1007/s11133-021-09500-4>
- Holmes, A. G. D. (2020). Researcher Positionality--A Consideration of Its Influence and Place in Qualitative Research--A New Researcher Guide. *Shanlax International Journal of Education*, 8(4), 1-10. <https://eric.ed.gov/?id=EJ1268044>

### Ethical Considerations to study online communities

- Franzke, A. S., Bechmann, A., Ess, C. M., & Zimmer, M. (2020). *Internet research: Ethical guidelines 3.0*. <https://aoir.org/reports/ethics3.pdf>
- Markham, A. (2012). Fabrication as ethical practice: Qualitative inquiry in ambiguous internet contexts. *Information, Communication & Society*, 15 (3), 334-353. <https://doi.org/10.1080/1369118X.2011.641993>
- Kantanen, H., & Manninen, J. (2016). Hazy boundaries: Virtual communities and research ethics. *Media and Communication*, 4(4), 86-96. <https://doi.org/10.17645/mac.v4i4.576>