In the following document you will find tips & tricks for the design of your qualitative research guide and literature recommendations to enable you to conduct a peer-review.

1. Checklist for the design of qualitative research guidelines

Academic skills ii – summersemester 2022

*Structure*

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| **STRUCTURE**  | **WRITTEN FEEDBACK**  |
| * The topics are arranged in a meaningful way: a common thread is recognisable and the questions are coordinated.
* The first question is conversation provoking & allows for an easy entry into the topic.
	+ The participants get the feeling, that the interviewer/moderator is interested in their thoughts/opinions/ideas/etc.
* Sensitive questions (e.g. questions about the salary) are not asked directly at the beginning/as a conclusion, but are skilfully packaged during the interview and used sparingly.
* Matching sub-questions/memos are noted for the main questions.
* Questioning techniques, such as projective questions, are used skilfully.
* The end of the conversation is open-ended and leaves room for comments.
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| **QUESTION WORDING**  | **WRITTEN FEEDBACK**  |
| * The questions are formulated in an interesting/appealing/exciting way.
* The other person is motivated to tell their story.
* The questions are open-ended and leave room for deeper insights into the topic: *“Describe…, In what way did you…, How did it come about that…., How did it continue....”*
* All questions are clearly understandable. No incomprehensible/complicated technical terms are used.
* There are no closed questions / no yes-no questions.
* No suggestive questions / questions that provoke a certain (desired) response behaviour were used.
* More difficult questions requiring an explanation are preceded by short introductions. These are easy to understand and not lengthy/complicated or distracting.
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| **FURTHER RECOMMENDATIONS**  | **WRITTEN FEEDBACK**  |
| * Is the guide easy to understand?
* Is my counterpart encouraged to tell the story?
* Is the structure clearly structured?
* Are there any topics that I forgot to include in the guide?
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| **ADDITIONAL FEEDBACK?**  |
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1. literature recommendations

Braun, V., Clarke, V., 2013: Successful qualitative research. A practical guide for beginners. London: Sage.