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*

|  |  |
| --- | --- |
| **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. |  |
| **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. |  |
| **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? |  |
| **ADDITIONAL FEEDBACK?** | |
|  | |

1. literature recommendations

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