

Doctoral Programme in Applied Linguistics
“Argumentation in Professional Practice”
ZHAW (Winterthur)/ 28-30 August 2018

Dealing with data: collection and dissemination

- 28 August

An overview of research design, data and dissemination

Maureen Ehrensberger-Dow

Research questions can be addressed using various designs, which are basically logical plans of the types of data, the scope of the samples, and the settings to be considered as well as the methods to collect and analyze the data. This course focuses on transdisciplinary research, in which the design is determined in consultation with practitioners on the basis of theoretical, methodological, and pragmatic considerations. We will also discuss dissemination, which involves explaining the significance of the findings for both practice and theory-building.

Quantitative research methods

Liana Konstantinidou

This course intends to strengthen the research competence of PhD students through improving their reflective understanding of quantitative methods and the potential offered by quantitative data collection, analysis and dissemination. The course shows the value of quantitative text analysis and focuses particularly on data collection through questionnaires and their dissemination together with and for practitioners. During the course, different techniques for processing and analysing quantitative data will be introduced.

- 29 August

A qualitative approach to data collection, generalization, and dissemination

Daniel Perrin

In this seminar, we focus on the key issues of qualitative research: how and why depth and breadth of analysis should be combined. From a theoretical and methodological perspective, we will draw on the principles of grounded theory as an exemplary qualitative research framework in order to discuss research practices of theoretical sampling and coding. From a practical perspective, we will discuss the dissemination practices of constructing empirically grounded case studies and case stories based on critical situations and good practices.

Collecting and analysing qualitative data

Ulla Kleinberger

Finding, collecting, and compiling relevant data is always a challenge. How can I form the data into a single unit or corpus? In this course, we focus on various ways of collecting and analysing data and discuss how data should serve as the foundation for analyses and not simply as illustrations to support arguments. The value and range of data will be reflected upon, drawing on examples from conversation analysis, text analysis, and communication in multimodal settings.