

## DIVING IN DEEPLY

### An Introduction to the Qualitative Research Approach of Grounded Theory



University of  
Zurich <sup>UZH</sup>

English Department



#### **INSTRUCTORS**

Annika Wilhelmy,  
University of Zurich

#### **DATE**

Tuesday  
April 19<sup>th</sup>, 2024

#### **TIME**

11:00–13:00 (120min)

#### **PLACE**

University of Zurich  
Room: GLT-A-01  
Gloriastrasse 12b, 8006 ZH  
Max. capacity 20 persons

#### **COURSE DESCRIPTION**

This interactive guest lecture offers an introduction to grounded theory – an accepted and versatile qualitative research approach.

We will cover the following topics:

- ◆ Deciding when to use the grounded theory approach
- ◆ Applying the key principles of the grounded theory approach to study design and data analysis
- ◆ Evaluating and fostering the chances of publishing grounded theory research

The course is aimed at BA and MA students, PhD students, and interested faculty members.

#### **LANGUAGE**

English (and/or German)

#### **INTERESTED?**

Please contact [simone.pfenninger@es.uzh.ch](mailto:simone.pfenninger@es.uzh.ch) to register your interest.