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Qualitative Research in I/O Psychology: An Introduction to Grounded Theory
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Abstract: Recent editorials of high-ranking journals emphasize the importance of qualitative research methods to advance I/O psychology. An important question, however, is: how can qualitative methods be applied in a way that makes a contribution to the literature and leads to top-tier publications? This workshop offers an introduction to grounded theory – a research approach that is particularly versatile and internationally well-known. The learning goals of this workshop are to (1) familiarize participants with the broad range of possibilities that grounded theory has to offer, (2) enable participants to assess whether grounded theory is an appropriate method to answer their research questions, and (3) provide participants with the opportunity to practice developing strategies for data collection and analysis that are in line with the grounded theory approach. This workshop will also supply participants with key information on how to successfully publish qualitative research. There will be several interactive exercises in which participants will be able to apply their acquired knowledge. For example, participants will reflect on current or planned research projects and evaluate how they can use grounded theory in their own research to gain important insights. To participate in the workshop, participants neither need prior knowledge on qualitative research methods nor need to bring computers (unless for taking notes etc.).