Spaces of Participation: Topographies of Social and Political Participation in Morocco, Egypt, and Palestine

Second Training Workshop: Doing Qualitative Research in Media and Popular Cultural studies

Convened by Forum for the Study of Popular Culture

Conducted by: Dr. Anne Gröne- Researcher and lecturer of Comparative Cultural and Media Studies at the chair for International and Comparative Communication Studies at the University of Erfurt, Germany

Venue: Women and Memory Forum (WMF) in Cairo. 12 Soliman Abaza Street, Giza.

March 2-4, 2015

Workshop Programme

Day 1 Monday March 2nd 2015

09:30- 10:00  Introduction to the Workshop

10-00-12:00  Session 1: Theoretical Introduction  (Tea and Coffee will be served)

Qualitative Methods in Contexts of Media and Popular Culture Research: Methodological Basics and Application Fields

Suggested Readings:


12:00-13:00  Lunch
13:00-15:00  

**Session 2: Introduction to Survey Methods in Media and Cultural Studies Research**  
(Tea and Coffee will be served)

Qualitative Research is About Doing Fieldwork: How to Collect Relevant Data in the Field of Media, Culture and Communication

Further Readings:


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**Day 2 Tuesday March 3rd 2015**

09:30- 10:00  
**Introduction and Logistics**

10:00- 12:00  
**Session 3: Introduction to Evaluation Methods in Media and Cultural Studies Research**  
(Tea and Coffee will be served)

Qualitative Content Analysis, Documentary Methods and Hermeneutics

Further Readings:


12:00-13:00  
**Lunch**

13:00-15:00  
**Session 4: Pitfalls and Potentials of Qualitative Research in Media and Cultural Studies**  
(Tea and Coffee will be served)

Open Discussion about Quality Criteria, Research Ethics and the Researchers Own Role
Day 3 Wednesday March 4th 2015

09:30-10:00  Introduction and Logistics

10:00-12:00  Session 5: Qualitative Research in Social Media (Tea and Coffee will be served)

Open workshop with the participants about how to apply qualitative methodology best to the research project

12:00-13:00  Lunch

13:00-15:00  Session 6: Qualitative Research and Space (Tea and Coffee will be served)

Open workshop with the participants about how to apply qualitative methodology best to the research project

18:30  Dinner  (Qamar al Sham Nile Boat- 7, Houd El-Nil Street- Gezira, Zamalek, next to Cairo Sofitel, Tel. 02 27361111 https://www.facebook.com/pages/Amar-Al-Sham-Nile-boat)

Special thanks to the Women and Memory Forum for hosting this event