

# ADVANCED QUALITATIVE METHODS WORKSHOP

*Monday 8 October*

## *Find out how to use unconventional and advanced qualitative methods for social marketing campaigns*

The majority of research is conducted with methods that are recognised within a discipline. To venture outside these boundaries can be a risk, especially without compelling reasons.

Methodological toolkits used in specific disciplines are usually seen as obvious or 'common sense': For example it is obvious to use: cluster analysis to segment consumer groups, grounded theory to open up new management research topics, thematic analysis to assess themes and attitudes in marketing. Known methods become a useful shorthand between researchers in a field, a way of signalling who you are and what you do.

It is usually a safe and acceptable decision to make but it is not necessarily a good thing in all cases!

This workshop will explore some unconventional and advanced qualitative approaches that can be applied to social marketing and marketing more generally.

### *Details*

**Date:** Monday 8 October 2018  
**Time:** 9 am - 3:30 pm  
**Location:** Griffith University,  
Nathan campus, Building N63, Room 0.01  
**Price:** Free  
**Register** <https://events.griffith.edu.au/free-seminars>

### *Presenter*

Michael received his PhD from University of Wollongong, where he developed a modified version of Social Semiotic Multimodality to explore how meanings expressed in social media are interconnected and co-created, co-constructed, deployed and reconfigured through social marketing campaigns. This work has been published in high ranking international journals including Industrial Marketing Management.

Michael has attained over \$500,000 in grants since 2016 which has enabled him to extend his semantic research to create a multimodal sentiment framework, designed to specifically identify attitudes, justification and reasoning held by community members regardless of the mode of communication. He has applied this framework to mental/physical health (Equally Well), human/non-human coexistence and policy development (Shark and Carp Management) and has now further extended his methodology into cyber security.



## Program

The workshop will be delivered in three stages.

Time	Topic
9.00 am - 10.15 am	Stage 1 will provide an overview of mixed and multi-method designs and explore when each may be applicable.
10.15 am - 10.30 am	Mini break
10.30 am - 12.30 noon	Stage 2 will run through two case studies (i) using mixed-method approach (ii) multi-method design using advanced semantic analysis
12.30 noon - 1.30 pm	Lunch break
1.30 pm - 3.30 pm	In Stage 3 we will work with a data set together to practice doing some advanced coding using some social media comments
3.30 pm	Close

\* Please note that this workshop is **not** catered for.



### Contact Us

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