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EUROPEAN UNION



MINISTRY OF EDUCATION,
YOUTH AND SPORTS



INVESTMENTS IN EDUCATION DEVELOPMENT

Workshop

How to develop effective qualitative and quantitative research designs

led

Kjartan Ólafsson, M.A.

on 17 October 2013, Faculty of Social Studies, Jostova 10, room pc54 (9am-3pm)

The purpose of this workshop is to look at the importance of research design when it comes to answering questions in the field of social sciences in general using media studies and children's media use as an example. A key question that will be discussed at the workshop is if the research challenge facing today's social sciences is a lack of data or a lack of design. Studies of children's internet use are a good example of the importance of focusing on research design. The past years have seen a huge increase in studies on this subject but at the same time the majority of studies are cross-sectional, quantitative surveys on a limited range of issues. This leads to a question of whether more effort should be on research design and less on data collection. Social phenomena (as for example children's internet use) are complex and need multiple theoretical perspectives as well as multiple methods to be properly understood.

The deadline for application is no later than October 16 via email:

kvrbkova@fss.muni.cz

Kjartan Ólafsson is a lecturer at the University of Akureyri in Iceland where he teaches research methods and quantitative data analysis. He played a key role in the design and implementation of the 2010 EU Kids Online study. He has also been involved in other cross-national comparative projects on children's media use, such as EU NET ADB and Net Children Go Mobile and general studies on children's health and well-being such as the European School Survey Project on Alcohol and other Drugs (ESPAD) and Health Behaviour in School-aged Children (HBSC).

For more information, write to kvrbkova@fss.muni.cz