

Postgraduate Certificate  
Qualitative and Ethnographic  
Research Methods and  
Techniques Applied to  
Education





## Postgraduate Certificate

### Qualitative and Ethnographic Research Methods and Techniques Applied to Education

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/education/postgraduate-certificate/qualitative-ethnographic-research-methods-techniques-applied-education](http://www.techtute.com/us/education/postgraduate-certificate/qualitative-ethnographic-research-methods-techniques-applied-education)

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# 01

# Introduction

Conducting qualitative and ethnographic research in the school setting is the most effective way to obtain accurate data that will provide the most accurate answers to the questions posed by the proposal. The process, however, in order to be adequate, requires working guidelines that follow the necessary rules to guarantee the following the proper collection of information. With this program you will be able to learn how to carry out this process, through a concrete and quality methodology that will allow you to carry out quality research on any area of educational context.





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*Ethnographic and qualitative research in the educational context, developed in a Postgraduate Certificate that will give you all the guidelines to carry it out safely"*

Ethnographic research has as a fundamental characteristic its character of prolonged fieldwork. Through direct contact with the people and the realization of data collection in the field.

This relationship determines the appearance of links that are considered part of the process and that allow to obtain, in a direct way, data on the behavior of the individuals of the events and their consequences and to place them in the context that determines and explains them. This way of working facilitates their understanding and the formulation of hypotheses in the environment.

However, this participation must be conditioned by a series of rules that ensure that the researcher does not interfere in the way of life or in the events they are contemplating and documenting. The ethnographer is said to assume a "marginal native" identity.

Also important in school ethnography is the contextual description, which includes the social and economic factors of a society or environment that will provide the data that certain events or situations require for their understanding.

All this path will be addressed in this program, providing students with the ability to carry out qualitative and ethnographic research that will give their projects an exceptional projection.

With a study methodology that will make it possible to perfectly combine this Postgraduate Certificate with other obligations, this program is a process of maximum interest for professionals that will add value to their work in any center or institution.

This **Postgraduate Certificate in Qualitative and Ethnographic Research Methods and Techniques Applied to Education** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ Practical case studies presented by experts
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Learning that will allow you to conduct research in the educational environment with the quality of a specialist"*

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*You will learn efficiently, with the most interesting study methods in online teaching”*

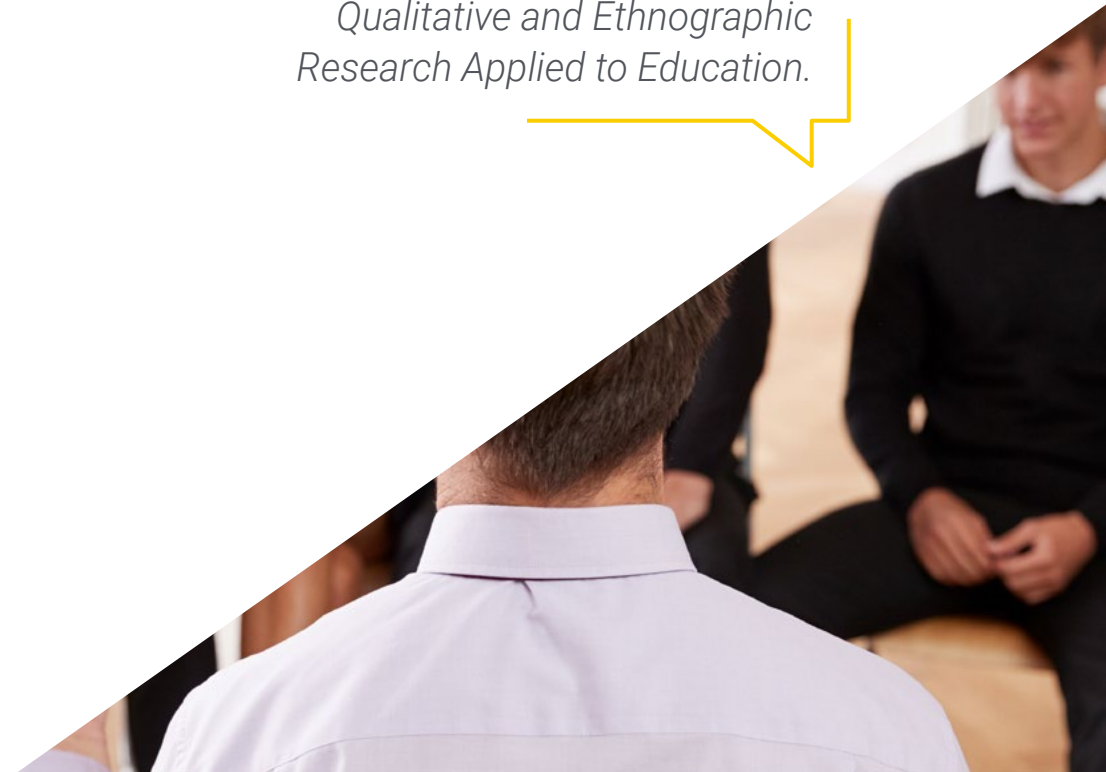
The program includes in its teaching staff professionals from the sector who bring to this program their work experience, as well as recognized specialists from reference societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow professionals to learn in a professional a situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to prepare in real situations.

The design of this program focuses on Problem-Based Learning, by means of which professionals must try to solve the different professional practice situations that are presented to them throughout the academic year. For this purpose students will be assisted by an innovative interactive video system developed by renowned experts.

*You will delve into the different Methods and Techniques of Qualitative and Ethnographic Research Applied to Education, under the guidance of experts with extensive experience in the teaching sector.*

*Take the step and open a new path of development and growth in your teaching career, specializing in Methods and Techniques of Qualitative and Ethnographic Research Applied to Education.*

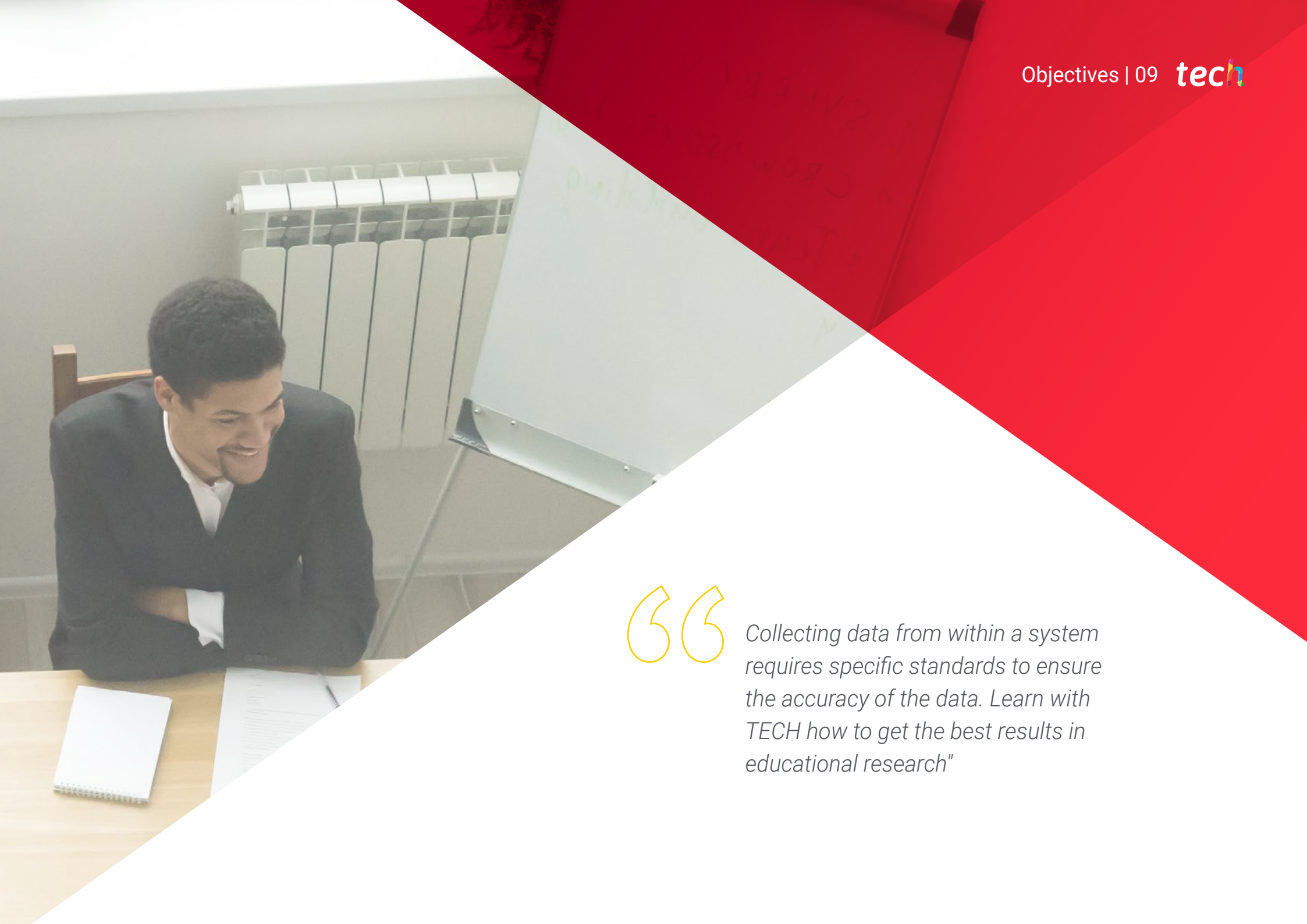


# 02 Objectives

With this Postgraduate Certificate in Qualitative and Ethnographic Research Methods and Techniques Applied to Education, students will learn everything they need to conduct a complete research through the methodology of applied ethnography and qualitative research. In this process, professionals will be able to access the most complete knowledge of the different mental tools and materials that provide the necessary answers to promote the improvement of any institution in this sector.







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*Collecting data from within a system requires specific standards to ensure the accuracy of the data. Learn with TECH how to get the best results in educational research”*



## General Objectives

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- Know how to organize an Ethnographic Research in the educational context
- Collect and analyze qualitative and ethnographic data

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*Set yourself on the road to a more effective, more inclusive and more realistic practice in your center”*





## Specific Objectives

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- Understand the epistemological debates surrounding ethnographic research in education
- Acquire knowledge and become familiar with the most common methods, techniques and tools used in ethnographic research practice.
- Analyze the different ethnographic practices that exist
- Become familiar with ethnographic works
- Learn to handle and analyze the materials collected during fieldwork
- Know how to write ethnographic texts
- Know how to read and evaluate ethnographic texts

# 03

## Structure and Content

Professionals will get the necessary working tools to work in this field through a structured and efficient syllabus based on efficiency. For this purpose, the most relevant and complete topics have been selected, with the most innovative and interesting methodologies of the moment. In an interesting way and with a constant and complete impact, it will allow professionals to grow from the first moment of the study.





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*An exceptional Postgraduate Certificate that will give you a new way of working, boosting your professional development in the teaching field"*

**Module 1. Qualitative and Ethnographic Research Methods and Techniques Applied to Education**

- 1.1. Fundamentals of Qualitative Research in Education
  - 1.1.1. Introduction
  - 1.1.2. Theoretical Approaches and Contributions to Educational Research in Education
  - 1.1.3. The Researcher in the Qualitative Approach
  - 1.1.4. Qualitative Research Methods
- 1.2. Qualitative Research Process
  - 1.2.1. First Steps in Qualitative Research
  - 1.2.2. Literature Review
  - 1.2.3. The Problem or Phenomenon to be Investigated
  - 1.2.4. Field Work
  - 1.2.5. Choice of Instrument
  - 1.2.6. Sample Construction
  - 1.2.7. Information Procedure
  - 1.2.8. Analysis and interpretation
  - 1.2.9. The Report
- 1.3. Qualitative Research Designs I and II
  - 1.3.1. Introduction
  - 1.3.2. Grounded Theory Designs
  - 1.3.3. Ethnographic Designs
  - 1.3.4. Narrative Designs
- 1.4. Qualitative Research Designs III
  - 1.4.1. Action Research Designs
  - 1.4.2. Phenomenological Designs
  - 1.4.3. Data Analysis
  - 1.4.4. Evaluation of Methodological Rigor
- 1.5. Qualitative Strategies and Instruments I
  - 1.5.1. Introduction
  - 1.5.2. How to Choose Instruments
  - 1.5.3. Direct Observation





- 1.6. Qualitative Strategies and Instruments II
  - 1.6.1. Participant Observation
  - 1.6.2. Interviews
  - 1.6.3. Focus Groups
- 1.7. Life Stories and Testimonials
  - 1.7.1. Participatory Research
  - 1.7.2. Life Stories and Testimonials: Concept
  - 1.7.3. Relationship between the Researcher and the Researched
- 1.8. Participatory Techniques in Childhood and Adolescence
  - 1.8.1. Introduction
  - 1.8.2. Participatory Methodologies in Childhood and Adolescence
  - 1.8.3. Conclusions
- 1.9. SWOT and DELPHI Techniques
  - 1.9.1. Introduction
  - 1.9.2. SWOT Analysis
  - 1.9.3. DELPHI
- 1.10. Analysis of Qualitative Information and the Preparation of Research Reports
  - 1.10.1. Introduction
  - 1.10.2. Types of Qualitative Data Analysis
  - 1.10.3. Preparation of Research Reports
  - 1.10.4. Conclusions



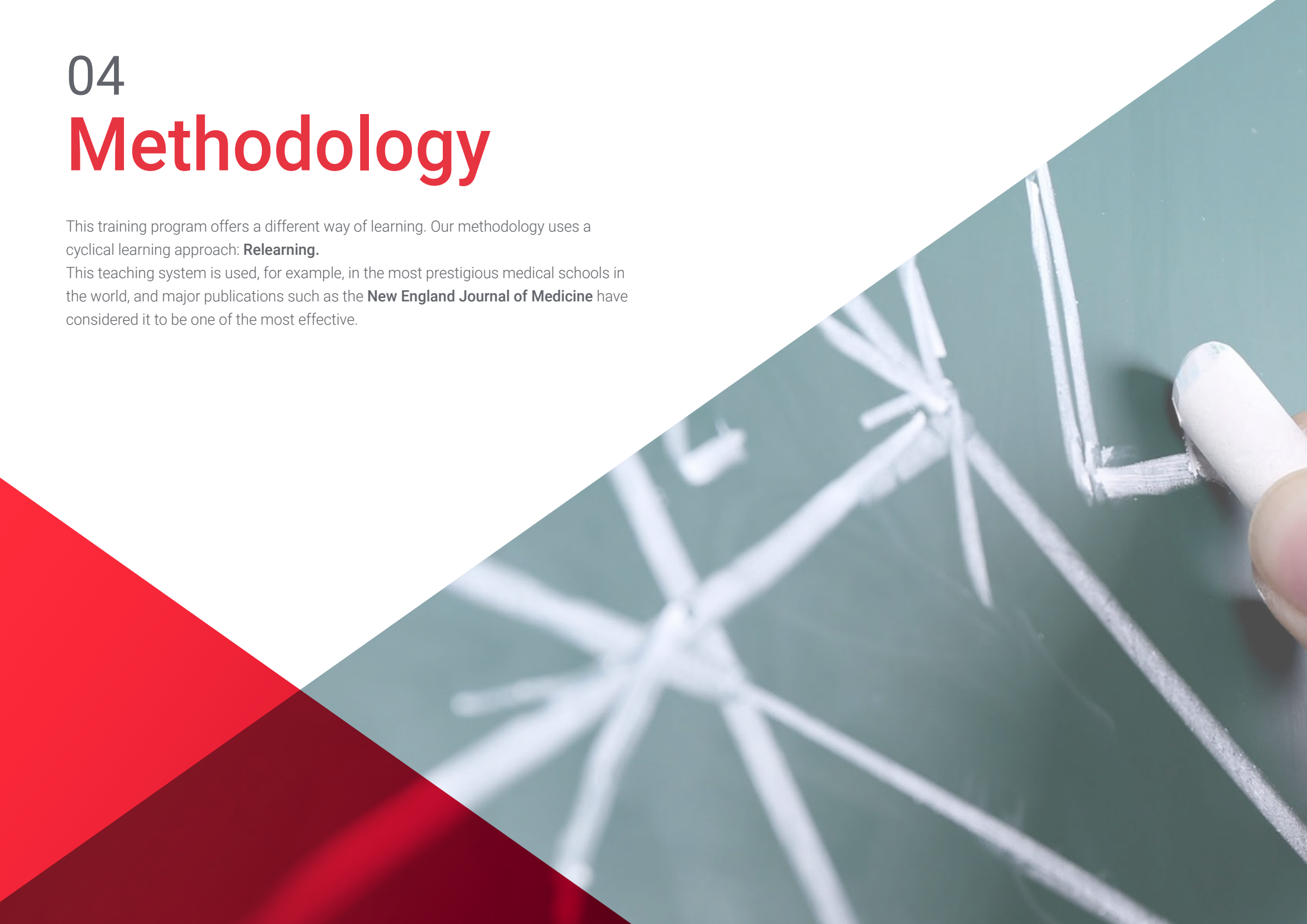
*Advance your career and position yourself in the top competitive positions in the labor market with this highly qualified Postgraduate Certificate"*

04

# Methodology

This training program offers a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

*With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



*It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.*

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises: so that they can see how they are achieving your goals.



**Classes**

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



05

# Certificate

The Postgraduate Certificate in Qualitative and Ethnographic Research Methods and Techniques Applied to Education guarantees, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Global University





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*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Qualitative and Ethnographic Research Methods and Techniques Applied to Education** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University**, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

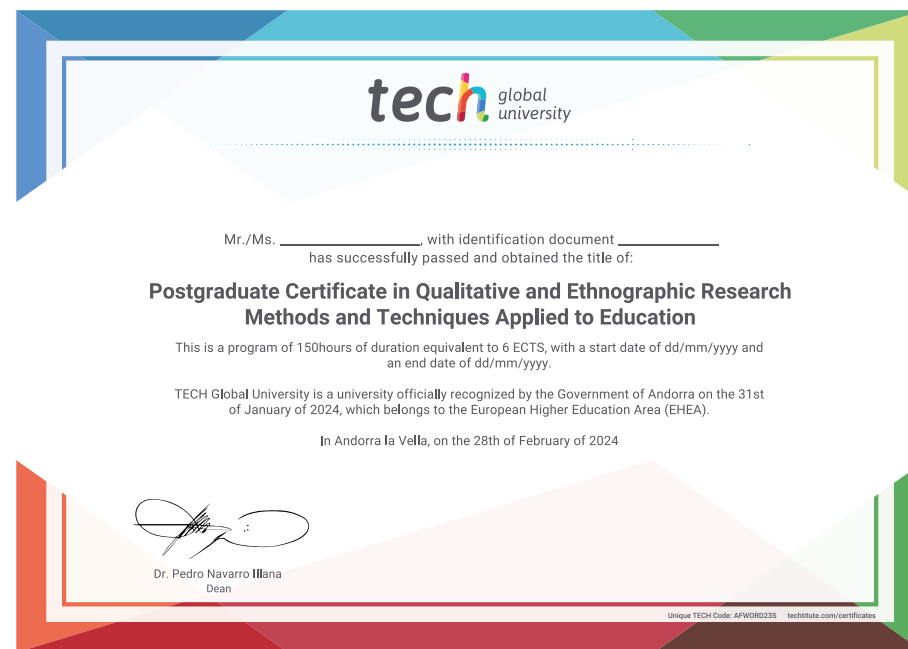
This **TECH Global University** title, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Qualitative and Ethnographic Research Methods and Techniques Applied to Education**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global will make the necessary arrangements to obtain it, at an additional cost.



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