

Seminar Series

Seminar One: **Qualitative research methods (Part One)**

This seminar aims to provide students with information about how to design high quality qualitative studies. It will present the different types of qualitative studies, the use of social theory in improving the rigour of qualitative. It will also provide some examples of ways to engage individuals in research using novel and innovative qualitative study designs beyond in-depth interviews. Students will have the opportunity to engage in and practice these study designs, and apply them to their own research. This seminar will cover:

- The role of theoretical and conceptual frameworks.
- The qualitative hierarchy – moving from descriptive to generalizable studies.
- Theoretical sample recruitment.
- The development of research questions.
- Innovative study designs.

Seminar Two: **Qualitative research methods (Part Two)**

This seminar aims to provide students with the tools to effectively analyse, describe, and present the results from their qualitative data. It will provide students with the opportunity to practice analysing qualitative data, presenting qualitative data, and writing high impact qualitative papers. Students will have the opportunity to engage in data analysis and developing an outline for a paper. This seminar will cover:

- Using theory to guide data analysis.
- Constant comparative analytical techniques.
- Developing themes from analysis.
- Writing up results – what to do with so much data?
- The challenges of qualitative paper writing: Synthesising results, targeting journals and working within strict word limits.

Seminar Three: Commercial determinants of health.

A significant amount of research in health promotion and public health has focused on the individual, social, and environmental factors that influence the health of communities. However, more recent attention has turned to the powerful mechanisms that the Big Four unhealthy commodity industries (tobacco, alcohol, junk food and gambling) use to increase the consumption of their products, and prevent regulatory reform. These factors are termed the 'commercial determinants of health'. Using examples from the 'Big Four' unhealthy commodity industries this seminar will explore how industry seeks to:

- Frame the public debate about their products and health.
- Dispute science and influence academic research.
- Influencing the policy agenda and lobby against reform.
- Market new products and reach new target populations.

Seminar Four: Designing studies to investigate the commercial determinants of health.

This seminar will give students the opportunity to learn about study designs that can help to map and monitor industry tactics and their influence on the health of different population segments. The seminar will focus on studies that have investigated the influence of media, marketing and promotions on consumption attitudes and behaviours. In particular the seminar will focus on studies that have looked at the relationship between industry promotional tactics and sport. Students will engage in a practical activity to investigate the marketing content in social media and traditional media.

Seminar Five: The role of advocacy in academic research.

How do you use research to argue for change? Advocacy is at the core of health promotion and public health, and if used effectively can be used to shift public opinion and create support for an issue, and can influence decision makers to implement strategies to improve health. This interactive seminar will introduce students to the principals associated with

effective advocacy. It will use case studies to show when advocacy should be used, key strategies for advocacy, and some of the challenges in turning research into action!