

Elicitation Methods in Qualitative Research

Abstract

This seminar focuses on the use of elicitation methods in qualitative research interviews, with a particular focus on photo elicitation and object elicitation. Professor Vanessa May will explore why qualitative researchers might choose to use elicitation tools and what the aims of such methods are. The two elicitation methods – photo and object elicitation – will then be discussed in more detail with the help of examples of empirical studies that have utilised them.