

## METHODOLOGICAL CONSIDERATIONS FOR QUALITATIVE COMMUNICATION RESEARCH

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### ABSTRACT

The purpose of this paper is to examine the employment of qualitative research methodology within the framework of analysis of the way the World Heritage Sites located in the Greek territory are promoted; this is outstanding heritage that has been nominated to the World Heritage List of UNESCO used to promote a specific image of Greece nationally and internationally. Similar methodology has been followed for the examination of the purposes and reasons for the implementation of decisions related to the creation of intercultural relations and networks as well, taking Trieste, Italy as an example. The research follows a case study design using multiple measures, such as documents and archival analysis, interviews and promotional material which comprised the method of enquiry and led to the triangulation of gathering of data. Sources of data, the approach to qualitative research, methods of verification of research and the role of the researchers are discussed. The aim is to identify topics for the creation of general themes that run throughout the data and create patterns for the research under interpretative phenomenological analysis. Then, the categorisation of themes under the umbrella of a superordinate theme takes place. Methodological challenges are discussed in regard to sampling issues, the management of data, data analysis and validity checks.

Keywords: qualitative research, case study design, interpretative phenomenological analysis, communication

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