Qualitative Data Analysis

How do we deal with the complexity of qualitative research, with all its characteristic elements?
How can we ensure that a balance will be maintained between the unique methodological elements of each of the research projects throughout the data analysis process?

Introduction

Qualitative research is based on the principle of "the human as an instrument," which seeks to utilise the researcher's intuitive, analytical, and verbal discourse skills to conduct proper qualitative research. Qualitative research and the methods of qualitative data analysis pose complex challenges to the researcher. To deal with the data analysis challenges, this workshop seeks theoretical and practical instruction and supportive software to analyse data in qualitative research. This workshop deals with the principles of qualitative research methodology, focusing primarily on methods of analysis. These methods are common qualitative research methods and differentiate them from quantitative research and other written work. Although various qualitative researchers offer an extensive range of terms to represent the approaches, genres, and methodologies and distinguish between different types of qualitative research, this book seeks to present several common methodological properties of qualitative research.

Program Objectives

This program aims to:

- Equip participants with skills and knowledge to conduct data analysis
- Apply technology in qualitative data analysis

Learning Outcomes

After completing this program, the participant should be able to:

- Conduct impactful transcription
- Conduct coding from the script
- Analyse the data to get the theme and subs-theme
- Construct theoretical framework with grounded theory and framework analysis.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture,

Who Should Attend?

Academician, researchers, strategic planning officers, anyone who would like to conduct qualitative data analysis.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	**Qualitative Research: A revision** This revision module enables the participant to revisit qualitative research, the research methodology, the research design, and the sampling method.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	**Gathering Rich Data** The participants would relook the data collection methods of qualitative research—the technique of validity and reliability. The participants would have revision on various techniques of transcription in the module.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	**Introduction to Codes and Coding** In this module, the participant would learn the fundamental of coding. Participants would learn what is coding, codifying and categorising, the mechanics of coding, the numbers of codes, solo and team coding. The fundamental coding includes the coding methods profiles, grammatical methods, attribute coding, magnitude coding, sub coding, simultaneous coding, elemental methods, structural coding, descriptive coding, in vivo coding, process coding.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	**Practical Session of Coding** This practical session enables participants to select the appropriate coding methods, including initial coding, affective method, emotion coding, literacy and language method, dramaturgical coding, motif coding, narrative coding. Verbal exchange coding, exploratory methods, holistic coding, provisional coding, hypothesis coding, procedural method, protocol coding, domain and taxonomic coding, causation coding, theming the data.
Day Two	
Time	Topics
9:00am – 10:30am	**Advanced Level of Coding** The participants would learn more coding techniques in this advanced module, including eclectic coding, code mapping and landscaping, operational model diagramming, pattern coding, focused coding, axial coding, theoretical coding, elaborative coding, and longitudinal coding.

10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	**Coding for Comprehensive Data Analysis** In this final coding, the participants would learn various coding strategies includes the focusing strategies, from coding to theorising, formatting matters, writing about coding, ordering and reordering.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	**Reconstructing Theory in Grounded Theory Studies** From the coding, this module covers the topics such as what is theory, constructivist and objectivist grounded theory, theorising in grounded theory, inspecting grounded theories and concluding thoughts.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	**Application of Technology in Qualitative Research** In this module, the participants are exposed to software such as Atlas TI for conducting data analysis. The participant would learn methods such as data preparation, the technical aspect of coding, working with network views, Notice-Collect-Think analysis and final modal construction.