ATLAS.ti
QUALITATIVE DATA ANALYSIS

Qualitative Research

E-learning course (self-paced) with unlimited support

Language: *English*
Duration: *30 days*
Instructor: *Ivana Radivojevic, Project Coordinator & Senior Professional Trainer of ATLAS.ti (ivana.radivojevic@atlasti.com)*

Introduction

This course teaches how to conduct qualitative research, from the very beginning of elaborating research questions and study designs, to the various qualitative data collection methods, all the way through to qualitative analysis and writing up the final report. Throughout the course, the importance of critical reflection is emphasized, both for the analysis of qualitative data as well as for the relevant ethical and philosophical considerations. The main objective of this course is to arm the participant with the necessary knowledge to carry out high-quality qualitative research in any discipline.

Materials

Participants will be provided with various working materials, and the class presentation slides can be downloaded. In addition to this, each participant will receive an official ATLAS.ti certificate.

Course objectives

1. Learn the fundamentals of qualitative research
2. Show the most common qualitative methodologies and data collection and analysis methods
3. Explain how to conduct a good qualitative analysis and how to publish a qualitative article

Methodology

The E-learning course can be attended from anywhere in the world, all that is needed is an Internet connection. Participants can complete the course at their own pace during a period of 30 days. The contents of the course include:

- 15 video classes
- 15 PowerPoint presentations
- 15 tests
- 15 exercises
- Unlimited communication via email (clients@atlasti.com)

The E-learning platform allows participants to view classes at any time of the day and connect to the sessions as many times as they wish. All PowerPoints can be downloaded to each participant's personal computer. After each module, a test will be completed to check the basic knowledge of the contents of each module. If participants wish to receive feedback on any work done, they can send their work to the ATLAS.ti team (clients@atlasti.com). In addition to this, any questions, doubts, or comments can be communicated via email as well.

ATLAS.ti
QUALITATIVE DATA ANALYSIS

Outline

I. Fundamentals of qualitative research
- a. Welcome to qualitative research
- b. The qualitative mentality
- c. Choosing the right research approach

II. Planning and designing qualitative research
- a. Qualitative research planning
- b. Theoretical keywords
- c. Topics and research questions
- d. Research objectives

III. Carrying out the literature review
- a. What is a literature review?
- b. Planning and managing the literature review
- c. Identifying the state of the art and research gaps
- d. Literature search
- e. Examples of good and bad literature reviews

IV. Building a conceptual framework
- a. Inductive and deductive strategies
- b. What is a concept?
- c. What is a conceptual framework?
- d. Building a conceptual framework

V. Qualitative research methodologies
- a. What is a methodology?
- b. Five main approaches in qualitative research
- c. Comparison of the five approaches

VI. Methods of data collection: Interviews
- a. What is an interview?
- b. How can I conduct a good interview?
- c. Preparing for the interview
- d. Tips for a successful interview

VII. Data collection methods: Focus groups
- a. What is a focus group?
- b. Characteristics of a good focus group
- c. Conducting a quality focus group
- d. Tips for success

ATLAS.ti
QUALITATIVE DATA ANALYSIS

VIII. Other qualitative data collection methods

a. Observations
b. Case studies
c. Researcher-directed diaries
d. Qualitative surveys
e. Analyzing secondary data

IX. Transcribing the data

a. The importance of transcription
b. Orthographic transcription and the messiness of language
c. Understanding what a transcript is and what it is not
d. What is a (quality) transcript?
e. Production of the transcript

X. Qualitative analysis strategies

a. Different analysis strategies
b. Similarities between qualitative data analysis methods
c. Differences between qualitative data analysis methods
d. What is coding?
e. Tips for successful coding
f. What is the role of software in qualitative analysis?

XI. Writing analytical memos

a. What is a memo?
b. Types of memos
c. How to write good memos

XII. Visualizing the data

a. Design of matrices and network views
b. Methods of exploring
c. Methods of describing
d. Methods of ordering
e. Methods of explaining
f. Methods of predicting

XIII. Making good sense

a. The relationship between analysis and writing in qualitative research
b. Defining themes
c. Developing the analysis
d. Drawing and verifying conclusions
e. Tips for a successful analysis

ATLAS.ti
QUALITATIVE DATA ANALYSIS

XIV. Quality criteria

a. What is good qualitative research?
b. Can we apply quantitative quality criteria to qualitative research?
c. Quality criteria and techniques suitable for qualitative research
d. Checklist criteria for qualitative research

XV. Writing, communicating and publishing qualitative research

a. It's all about edit!
b. Writing a research report
c. Reviewing the review for qualitative research reports
d. Presenting your research
e. What about publishing?