Qualitative Research Methods Workshop II: Data Coding and Analysis

Professor Jisun Jung

Date: May 24, 2024 (Friday)
Time: 2:30 p.m. - 5:20 p.m.
Venue: Main Campus, HKU

Overview

This workshop is provided for research postgraduate students who would like to gain practical knowledge and skills in data coding and analysis in qualitative research. This includes transcribing qualitative data, creating codes and codebooks, coding data, analysing codes, and how to make sense of the analysis using theories. Different examples will be introduced. Participants will attend the exercises for planning the data coding and analysis. The workshop is structured as a mixture of interactive instruction and hands-on work.

Learning Outcomes

- Understand how to organise qualitative data for analysis
- Learn how to create and use a codebook to code data
- Acquire skills to analyse qualitative data

Learning Activities

Part 1 (20 minutes): The instructor will provide four to five qualitative data sets (interview transcriptions and observation notes). Students can choose the data set based on their research interests and form groups. Based on the research topic, students will design the research questions as a group.

Part 2 (40 minutes): Students will discuss the data analysis plan using qualitative research methods. They will decide the types of analysis and coding strategies, present the expected findings and discuss the data categorisation and interpretations (some supplementary materials of qualitative data will be provided to help students exercise the data analysis).

Part 3 (30 minutes): Students will discuss the data analysis plan using qualitative research methods. They will be asked to identify common themes, summarise and synthesise, and look for patterns. They will create the codes and code books, and the codes will be shared in One Drive.

Break (10 minutes)

Part 4 (30 minutes): The instructor will introduce different coding strategies in qualitative research, including inductive and deductive, open and axial coding, and flat and hierarchical coding. The instructor will demonstrate how qualitative data analysis software can be used.

Part 5 (40 minutes): Students will exercise how to report the qualitative data based on their analytical strategies, such as content analysis, thematic analysis, narrative analysis, discourse analysis, and framework analysis. They can choose one or two analyses for the reporting. They will be asked how the data analysis can be integrated into theory.

Part 6 (10 minutes, wrap up): The instructor will provide final comments on qualitative data coding and analysis.