Qualitative Research Methods Workshop II: Data Coding and Analysis
Professor Jisun Jung

Date: May 30, 2025 (Friday)
Time: 6:00 p.m. - 9:00 p.m.
Venue: Main Campus, HKU

Overview

This workshop is designed for research postgraduate students seeking to enhance their practical knowledge and skills in data coding and analysis in qualitative research. The workshop will cover various aspects such as transcribing qualitative data, creating codes and codebooks, coding data, analysing codes, and interpreting the analysis using theories. Different examples will be provided to illustrate these concepts. Participants will engage in planning, data coding, and analysis exercises. The workshop format combines interactive instruction with hands-on activities.

Learning Outcomes

- To practice how to organise qualitative data for analysis
- To practice how to create and use a codebook to code your data
- To practice how 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. The group will be formed based on the research interests. The students will design the research questions as a group based on the research topic.

Part 2 (40 minutes): The students will discuss the data analysis plan using qualitative research methods. They will decide the types of analysis and coding strategies. They will 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): The students will discuss the data analysis plan using qualitative research methods. They are asked to identify common themes, summarise and synthesise, and look for patterns. They will create the codes and code books, and those codes will be shared in Mentimeter.

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): The students will practice 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 the theory.

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