



# Qualitative Research Methods Workshop II: Data Coding and Analysis

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**Date:** May 29, 2026 (Friday)

**Time:** 2:00 p.m. - 4:50 p.m.

**Venue:** Main Campus, HKU

## Overview

This workshop is designed for research postgraduate students who want to strengthen their practical skills in data coding and analysis within qualitative research. The workshop will cover key topics such as transcribing qualitative data, developing codes and codebooks, coding data systematically, analysing codes, and interpreting findings through relevant theories. Various examples will be used to illustrate these concepts. Participants will actively engage in planning, data coding, and analysis exercises. The workshop combines interactive instruction with hands-on activities to facilitate experiential learning.

## Learning Outcomes

- Practice organizing qualitative data effectively for analysis.
- Develop and utilize a codebook to systematically code qualitative data.
- Apply analytical techniques to interpret qualitative data meaningfully.

## Learning Activities

- Part 1 (20 minutes):  
The instructor will present four to five qualitative datasets, including interview transcripts and observation notes. Students will select a data set aligned with their research interests. Based on their chosen data, students will form groups and collaboratively develop research questions for their dataset.
- Part 2 (40 minutes):  
Groups will discuss and outline their data analysis plan using qualitative research methods. They will decide on appropriate analysis types and coding strategies. Each group will present its expected findings, focusing on data categorisation and interpretation. Supplementary materials on qualitative data analysis will be provided to support their exercises.



- Part 3 (30 minutes):  
Students will identify common themes, summarize and synthesize their data, and search for patterns within it. They will create initial codes and develop codebooks collaboratively. These codes will be shared with the class via Mentimeter for feedback and further discussion.

Break (10 minutes)

- Part 4 (30 minutes):  
The instructor will introduce various coding strategies in qualitative research, including inductive vs. deductive coding, open and axial coding, as well as flat and hierarchical coding approaches. A demonstration will be provided on how qualitative data analysis software can facilitate coding processes.
- Part 5 (40 minutes):  
Students will practice reporting their qualitative analysis results, choosing approaches such as content analysis, thematic analysis, narrative analysis, discourse analysis, or framework analysis. They will select one or two methods to focus on for their reports. Additionally, they will discuss how their analysis can be integrated with theoretical frameworks.
- Part 6 (10 minutes, Wrap up):  
The instructor will provide final comments on qualitative data coding and analysis, offering tips and answering questions to consolidate learning.

