Qualitative Research Design and Analysis Techniques

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SEMINAR 1

21 aprile 2022, dalle 9 alle 13

Performing a literature review analysis using NVivo

Focus of this seminar is to present the process of performing a literature review using NVivo. After clarifying the research objective, and selected key papers for our study, the following will be explained:

- ☐ Saving the selected articles in a software tool for publishing and managing bibliographies, e.g. EndNote, Mendeley, etc
- ☐ Exporting the list of selected papers into the NVivo project
- ☐ Categorising themes-topics inductively and deductively
- ☐ Using the NVivo tools to reinforce your review analysis (e.g. search for key-words across different papers, creating a Framework matrix to review similarities/differences between authors talking about the same topic, etc.)

This seminar will be taught either in English or in Italian

Duration: 3 hours

Suggested reading:
- ☐ Bandara, W., Furtmueller, E., Gorbacheva, E., Miskon, S., & Beekhuyzen, J. (2015). Achieving Rigor in Literature Reviews: Insights from Qualitative Data Analysis and Tool- Support. Communications of the Association for Information Systems, 37, pp-pp. https://doi.org/10.17705/1CAIS.03708
- ☐ Beekhuyzen, J. (2007). Putting the pieces of the puzzle together: Using NVivo for a literature review. Proceeding of the 4th QUALIT Conference Qualitative Research in IT & IT in Qualitative Research, 2007 Wellington, New Zealand

SEMINAR 2

Designing a qualitative research design project/ intervention

This seminar will aim to provide the PhD students with strategic understanding and applied skills in planning, conducting, and reporting the process of qualitative research interventions. The course combines theory and applied exercises to appreciate the influence that epistemology and research design has on choosing a qualitative method. Qualitative methods (such as: Interviews, Observations, Focus Groups, etc.) will be critically reviewed.

Specifically, this seminar will focus on the following:

- Outlining the research question (W-questions) and the subsequent choice of a method to respond to that question
- Working on the research design procedure to enhance your data collection validity
- Making sense of the collected data, by seeking patterns and relationships when working inductively or deductively
- Illustrating how to make the analysis process efficient and transparent
- Discussing the best and worst practices when presenting qualitative findings (using quotes or visualisation?)
- Appraising the quality of the reporting of qualitative analysis in published studies.

This seminar requires basic understanding of qualitative research. This seminar will be taught either in English or in Italian.

Duration: 4 hours

Suggested reading:
- Blaikie, N. W. H. (2010). Research Questions and Purposes (chapter 3 pp. 56-78). Designing social research (2nd ed.). Cambridge: Polity Press.
- Gibson, W. J., & Brown, A. (2009). Introduction to qualitative data: analysis in context (chapter 1 pp. 1-14). Working with Qualitative Data. London: Sage.
- Spencer, L., Ritchie, J., O'Connor, W., & Barnard, M. (2014). Analysis: Principles and Processes (chapter 10 pp. 269-293). In C. Ritchie, J. Lewis, C. M. N. Nicholls & R. Ormston (Eds.). Qualitative Research Practice: A Guide for Social Science Students and Researchers. London: Sage.

SEMINAR 3

Qualitative Content Analysis

Qualitative Content Analysis (QCA) is particularly suited to describe and conceptualise the meaning of qualitative data. The core characteristics of the method and its variants (such as deductive and inductive, thematic and formal, and type-building qualitative content analysis) will be presented. This will be followed by describing and illustrating the steps in qualitative content analysis, which include the following:

- Outlining the research question(s) that support the QCA method
- Creating a preliminary version of the coding frame, including categories and sub- categories, following either a concept-driven or data-driven approach
- Piloting and conducting a preliminary reliability check of the coding frame to assess the categories' adequacy to capture meaning in the data
- Consolidating the coding frame
- Coding and analysing the coding material

☐   Illustrating strategies for presenting the results of qualitative content analysis

This process will be explained both methodologically, and with the support of NVivo. Interviews and/or research material will be uploaded in an NVivo project. Parent nodes and child nodes created and tested. Queries will be launched to capture both qualitative and quantitative information about the coding occurrence across categories.

This seminar will be taught either in English or in Italian.

Duration: 4 hours

Suggested reading:
☐   Hsieh, H.-F., & Shannon, S. E. (2005). Three Approaches to Qualitative Content Analysis.
     Qualitative Health Research, 15(9), 1277-1288. doi:10.1177/1049732305276687
☐   Krippendorff, K. (2013). Content Analysis: An Introduction to Its Methodology (3rd ed.).
       Thousand Oaks, CA: SAGE
           Publications.
☐   Schreier, M. (2012). Qualitative Content Analysis in Practice. London: SAGE Publications.
☐   Schreier, M. (2019). Qualitative Content Analysis: Conceptualizations and Challenges in Research Practice—Introduction to the FQS Special Issue "Qualitative Content Analysis I".

SEMINAR 4

28 aprile 2022, dalle 9 alle 13

Thematic Analysis

Thematic Analysis (TA) is a method for identifying, analysing and reporting patterns (themes) within data. Thematic analysis is a well-known method in the social sciences that can be used for examining the perspectives of different research participants, highlighting similarities and differences, and for summarizing key features of a large data set. In this seminar, Boyatzis' (1998) approach and his procedure will be presented. This will include:

☐   Seeing and encoding themes through pattern recognition and labelling consistency
☐   Scoring and clustering of themes
☐   Generating initial codes
☐   Defining and naming codes
☐   Describing process of coding and analysis
☐   Creating relationships between the codes
☐   Producing the report

This process will be explained both methodologically, and with the support of NVivo. Interviews and/or research material will be uploaded in an NVivo project. The codebook will be created
and material will be coded and analysed. Then, codes will be cross-tabulated in matrices to find out where coding across themes overlaps. Instances of coding co-occurrence will be examined and conceptual associations formalised in relationship nodes. Models will be built out of this relationships, and presented in the results.

This seminar will be taught either in English or in Italian.

Duration: 4 hours

Suggested reading:

- Boyatzis, R. E. (1998). Transforming Qualitative Information: Thematic Analysis and Code Development. Thousand Oaks, CA: SAGE Publications.
- Nowell, L. S., Norris, J. M., White, D. E., & Moules, N. J. (2017). Thematic Analysis: Striving to Meet the Trustworthiness Criteria. International Journal of Qualitative Methods, doi:10.1177/1609406917733847