



# Qualitative Data Analysis

ONLINE  
WORKSHOP

ROLLINS SCHOOL OF PUBLIC HEALTH EMORY UNIVERSITY

★ TO REGISTER <http://tinyurl.com/rsph-qr> ★

## Workshop Aims

Qualitative data analysis involves key skills. This intensive **online** workshop provides participants with an overview of approaches to analyzing qualitative data, an understanding of the core principles of analysis and the opportunity to develop key skills.

Workshop sessions will integrate the principles of analysis with skills needed to conduct rigorous qualitative data analysis. Participants will leave the workshop with the knowledge and skills to effectively analyze, report and evaluate textual data.

This workshop is suitable for anyone wishing to analyze qualitative data or those who supervise or train research staff. It also provides valuable skills for evaluating research papers, proposals or projects that use qualitative data.

Previous experience with qualitative research is desirable but not required.

This workshop will provide the skills to address common concerns in analyzing qualitative data, such as:

- ❖ How do I know I have quality data?
- ❖ How do I synthesize my data?
- ❖ How do I select an analysis approach?
- ❖ How do I include participant's stories?
- ❖ How do I show rigor in analysis?
- ❖ How do I manage interpretation bias?
- ❖ How do I analyze mixed-methods data?
- ❖ When should I use analysis software?
- ❖ How do I report qualitative findings?
- ❖ How do I evaluate analysis in a paper?

Typical participants include public health professionals, university researchers, graduate students, research contractors, government agencies and non-government organizations.

## WHAT PARTICIPANTS SAY

"This course was useful in teaching the rigorous and systematic approach to qualitative data analysis."

"This is a really great entry point into the complex world of qualitative data analysis."

"It has taught me a lot about the 'behind the scenes' work that goes into qualitative data analysis, which I had no idea about before."

"It was incredibly useful, with an excellent coverage of theoretical and practical issues from facilitators who have really been "doing it"

# Workshop Modules

Workshop modules are designed to provide participants with an overview of approaches to analyzing qualitative data and the skills to begin analyzing textual data. Each module balances theoretical principles and practical skills. The following topics are covered:

- ❖ Approaches to Data Analysis
- ❖ Principles of Analysis
- ❖ Data Preparation
- ❖ Codes & Coding Data
- ❖ Analytic Tools
  - Description
  - Comparison
  - Categorization
- ❖ Data Synthesis & Presentation
- ❖ Evaluating Quality
- ❖ Using Analysis Software

Participants will learn how to use textual data analysis software MAXQDA to explore data in guided class activities.



Participants will understand the core principles that guide rigorous textual data analysis and how to effectively evaluate research proposals, projects and publications that report qualitative data.

## PARTICIPANT COMMENTS

"The workshop gives a nice mix of analytic concepts with practical strategies to apply these"

"I commend the instructor for being able to present such a complex topic in an easily comprehensible way"

# Workshop Instructor



**Monique Hennink** has conducted workshops on qualitative research **worldwide**.

**Monique Hennink, PhD**, is an Associate Professor in the Hubert Department of Global Health, Rollins School of Public Health at Emory University USA. She has extensive global experience in the design, implementation, analysis and publication of qualitative research; which she incorporates into her teaching of qualitative methods. She teaches graduate-level courses on qualitative research at Emory University; and has conducted many training workshops in both developed and developing countries. Her expertise in conducting research in culturally diverse, resource-poor settings also provides learners with

exposure on how to balance methodological rigor with fieldwork realities and analytic challenges. She has written multiple textbooks on qualitative research including: *International Focus Group Discussions* (2007); *Qualitative Research Methods* (2010 & 2020) and *Focus Group Discussions* (2014).

"I enjoyed hearing from the instructor who is a very practiced qualitative researcher, and to work with different students from different departments"  
**Workshop Participant, USA**

# Interactive Teaching Format

## Participatory Learning

"This course really taught me the *process* of qualitative data analysis, because of the clear presentations and teaching methods of the instructor."

"Dr. Hennink made the concepts and process of analysis much more real and practical for me. I actually understand how to do data analysis now, before it was a huge, intimidating, abstract thing."

"The group work was very valuable in solidifying the concepts and strategies presented in lectures, and gave me a great deal of appreciation for the skills of qualitative data analysis."

"The activities provided a 'real-world' feel for using the techniques of data analysis, and I feel so much more prepared to do it on my own now."

This workshop balances lecture-based learning with a range of interactive learning activities. Instructional lectures provide important principles and concepts, together with examples of research studies.

Participatory sessions provide opportunities for skill development by applying concepts learnt in guided activities.

The teaching formats used in this workshop include:

- ❖ Instructional Lectures
- ❖ Interactive Discussions
- ❖ Small Group Activities
- ❖ Skills-Based Activities
- ❖ Hands-on Software Instruction

To promote effective interactive learning and small group activities the number of workshop participants is limited.



## Certificate

Participants who attend all workshop sessions will receive an electronic 'Certificate of Participation'.



# Workshop Format

## Online Format

This is an online workshop with synchronous and asynchronous components.

**Asynchronous** material is provided on the Canvas platform. This includes videos, lectures, readings, exercises and supplementary resources. Participants are expected to review the relevant asynchronous material before joining the synchronous sessions each day.

**Synchronous** sessions will be conducted in real time via Zoom each day from 1pm-4pm US Eastern Standard Time (EST). These sessions include all interactive components, such as skill-building activities, discussions, and hands-on software sessions. Participants need to ensure their internet bandwidth is suitable for synchronous learning via Zoom.

Instructions for accessing the course site on Canvas will be provided upon registration.



# Workshop Registration

## Workshop Fee

The registration fee is listed on the QUAL-WORKS webpage.

## Registration

To register for this workshop, visit <http://tinyurl.com/rsph-qr>. Early registration is encouraged, as places are limited. The registration deadline is **1 week before** the workshop start date or until places are filled.



## Stay in Touch

Join our list serve to hear about upcoming workshops on qualitative research. Just email [carla.bailey@emory.edu](mailto:carla.bailey@emory.edu) with "JOIN QUALITATIVE LISTSERVE" in the subject line.

## Further Information

### About Registration & Logistics

[qualworks@emory.edu](mailto:qualworks@emory.edu)

404-7273152

### About Scientific Content

Dr. Monique Hennink

[mhennin@emory.edu](mailto:mhennin@emory.edu)

404-7274882