Qualitative data analysis involves key skills. This 2.5 day intensive 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 theoretical principles with practical 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.
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.

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 short 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 is author of three textbooks on qualitative research: International Focus Group Discussions (2007); Qualitative Research Methods (2011) and Focus Group Discussions (2014).

“Monique Hennink has conducted workshops on qualitative research worldwide.”

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 Participant, USA|”

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

Course Materials

Each participant will receive a workshop packet including lecture material, software guides and resources for further reading to promote continued learning.

Workshop teaching hours are between 9am-5pm each day and 9am-12.30 on the last day.
Workshop Location

The workshop will be conducted at the Rollins School of Public Health, Emory University in Atlanta, located at 1518 Clifton Road, Atlanta, Georgia, 30322, USA. Room details will be provided on registration.

Directions to Emory

For directions to Emory University and the Rollins School of Public Health please visit the following link: http://www.sph.emory.edu/about/directions_maps/index.html Details of local transportation, accommodation and restaurants can also be found at this site. Parking instructions will be provided on registration.

Workshop Fee

The registration fee for this workshop is $600 per person. Light refreshments are provided. Accommodation costs and meals are not included.

Registration

To register for this workshop visit http://tinyurl.com/rsph-qr. Early registration is encouraged, as places are limited. The registration deadline is 2 weeks before the workshop date or until places are filled.

Visiting Atlanta

Information about visiting Atlanta and local sites can be found at:

http://www.sph.emory.edu/about/directions_maps/localsites.html
http://www.accessatlanta.com/s/atlanta-events/
http://clatl.com/gyrobase/GoodEats/Content?oid=oid%3A164281
Further Information

About Registration & Logistics
Mrs. Khaleelah Muwwakkil
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Stay in Touch

Join our list serve to hear about upcoming workshops on qualitative research. Just email kmuwwak@emory.edu with “JOIN QUALITATIVE LISTSERVE” in the subject line.