



# Qualitative Data Analysis

2½ Days

Held every  
May & August

HELD AT ROLLINS SCHOOL OF PUBLIC HEALTH EMORY UNIVERSITY

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

## Workshop Aims

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.

## 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"



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

## Workshop Instructor

**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).

"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 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.



Participants who attend all workshop sessions will also receive a **Certificate of Participation**.

**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](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.



## 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.sph.emory.edu/about/directions_maps/localsites.html)

<http://www.accessatlanta.com/s/atlanta-events/>

<http://clatl.com/gyrobase/GoodEats/Content?oid=oid%3A164281>



## Workshop Fee

The registration fee is listed on the QUAL-WORKS webpage. 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 **1 week before** the workshop date or until places are filled.

# Workshop Registration



## 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

Ms. Carla Bailey  
[carla.bailey@emory.edu](mailto:carla.bailey@emory.edu)  
404-7273152

### About Scientific Content

Dr. Monique Hennink  
[mhennin@emory.edu](mailto:mhennin@emory.edu)  
404-7274882