Qualitative Data Analysis
A One-Day Seminar
Presented by
Professor Dan Remenyi
The Cedars, University of Reading
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Qualitative data analysis is challenging both from a conceptual point of view as well as from the practical techniques required to produce useful results. In fact the problem begins with establishing how data is perceived and what are regarded as the most appropriate sources of data. These issues have to be embedded in any comprehensive understanding of the research question and the researcher needs to clarify for himself or herself their attitude toward a holistic approach such as Hermeneutics relative to a more “fractured” approach such as Content Analysis. In either case the objective of developing theory is of paramount importance to the academic researcher.

There are several different ways of understanding qualitative data and these include reviewing the data to establish if there are any patterns by inter alia:-
Looking for meaning; Seeking connections; Creating perceptual maps and other diagrammatical representations; Counting and cross tabulating events and phenomena. Looking for meaning and seeking patterns is undertaken by means of a close inspection of the data (or evidence). This involves identifying specific ideas and then grouping them into taxonomies or categories. Then it is necessary to find relationships between these taxonomies.

Qualitative data may be obtained from interviews, focus groups, observational encounters as well as hybrid approaches such as case studies and action research.

This one day seminar will consider various approaches to using different types of qualitative data. It will discuss the aims of qualitative data analysis and consider how this fits into theory development for masters or doctoral degrees. The strategic decisions which need to be made in choosing an approach to qualitative data analysis will be discussed as well as the range of techniques available. This seminar will include hands-on examples of qualitative data analysis from a case study to illustrate the work involved.

Topics covered in the seminar
- Data definition, Data planning, Data ethics issues, Data identification, Data generation, Data sampling, Data collection, Serendipitous data, Informant bias, Data preparation, Data sample issues, Data management and deletion
- Defining concepts and themes and identifying them, Comparing different concepts and themes, Reflection - The role of what-if and what-else?
- Quantitative analysis within qualitative data, Mixed methods and triangulation, The role of computer assisted qualitative data analysis (CAQDAS), Data supporting the analysis, Content analysis and hermeneutics as primary data analysis strategies, Coding the data, Grouping concepts, Correspondence analysis, Moving from themes
and concepts to theories, Making your case, Defending your theory, The results of Qualitative Data Analysis

This seminar is relevant to academics from most Faculties, Departments and Schools.

This seminar delivers practical useful information which may be put to use immediately. It also gives participants an opportunity to network with other researchers and

The seminar will be held on **26th March 2014** at the University of Reading, The Cedars Conference Centre. The Seminar will run from **09:30** until **16:00**. The attendance fee is **£100+VAT at 20%= £120**. Fees include course materials and refreshments.

**Seminar Facilitator**

Dr Dan Remenyi specialised in research methodology. He was for more than a decade a Visiting Professor in Information Systems Management at the School of Systems and Data Studies at Trinity College, University of Dublin. He teaches Research Methodology and Sociology of Research as well as supervising academic researchers and works extensively with research candidates and their supervisors at both doctoral and masters level. He has authored or co-authored more than 30 books and some 50 academically refereed papers. He is published in all 4 of the ‘A’ rated Journals in the United Kingdom in Information Systems Management. Some of his books have been translated into Chinese, Japanese and Romanian. He holds a B Soc Sc, an MBA and a PhD.

For more details and to book onto the seminar please contact: [louise@academic-conferences.org](mailto:louise@academic-conferences.org)