Content Analysis and Thematic Analysis
A Webinar
Presented by
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Tuesday 23rd November 2021

Qualitative analysis can be carried out in different ways, with different methods depending on factors in the study design. During the last decades qualitative research has increased in status, and so it is imperative that the analysis part is conducted in a systematic manner. This Webinar presents, compares, and discusses two of the most frequently used analysis methods in qualitative research: *Content analysis* and *Thematic analysis*. Both methods can be applied across a wide range of research areas and will be addressed in detail. At the end of the webinar, some alternative methods will also be briefly introduced.

Examples will be used to show how these different approaches work with qualitative data and they will be demonstrated/applied in group exercises. These practical examples will be followed by a discussion on the advantages and disadvantages of *Content analysis* and *Thematic analysis*. Furthermore, there will be a presentation of some examples of Computer-assisted qualitative data analysis software (CAQDAS) tools, and online environments for collaborative analysis. Appropriate literature and sample data for the group exercises are provided to all participants. This Webinar is relevant to academics from both Social Science Faculties, and from more Technical Departments and Schools.

Webinar outline

Why Content Analysis and Thematic Analysis?
- History and origin
- Development in the 21st century
- Qualitative vs quantitative
- Inductive or deductive analysis?

Different Types of Content Analysis
- Conventional content analysis
- Directed content analysis
- Summative content analysis

Content Analysis – Mini workshop
- Testing the method on mockup data

Thematic Analysis
(Braun & Clarke, 2006)
- The six-step process
- Advantages of Thematic Analysis
- Disadvantages of Thematic Analysis

Manual coding vs CAQDAS tools

Thematic Analysis – Mini workshop
Testing the method on mockup data

Comparing the two
- Differences
- Similarities
- Application areas
- Qualitative and mixed methods

Other qualitative methods
- Discourse analysis
- Narrative analysis
- Phenomenological analysis

This webinar delivers practical useful information which can be put to immediate use. It is relevant to academics from most Faculties, Departments and Schools.

The webinar will be held on **Tuesday 23 November 2021,** and it will run to **GMT time** using Zoom. The Zoom Room will open at **1:45 pm** (**GMT**) and the event will begin at **2:00 pm** and will finish at **4:00 pm** (**GMT**). The attendance fee is **£25.**

To book a place on the webinar, please see: https://shop.academic-conferences.org/?ec_store=webinars

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Webinar Facilitators

Dr Peter Mozelius is a senior lecturer and researcher in the Department of Computer and System Science at the Mid Sweden University in Östersund, Sweden. He teaches Computer Science, Research Methodology and Academic Writing. Peter is supervising academic researchers and working with research candidates and their supervisors at doctoral, masters' and bachelors' level. He has authored or co-authored more than 150 research publications.

Niklas Humble is also in the Department of Computer and System Science at the Mid Sweden University in Östersund, Sweden. He has a background as a K-12 teacher in Philosophy and Swedish, and as an IT-coordinator in the municipality. Niklas research is mainly about programming in K-12 education, where he uses both traditional and computer-assisted methods for collecting and analysing data.

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