

ADVANCED QUALITATIVE DATA ANALYSIS

17TH & 18TH July, London

20th & 21st November, Newcastle

This two day course focusing on advanced qualitative data analysis is part of the SRA's expert development programme. Aimed at mid career social research professionals with specialist experience of conducting qualitative research, it will include five key modules: the principles of qualitative data analysis; the challenges of managing qualitative data; moving beyond description; integrating multiple data and analysis for policy.

The training team will be led by William O'Connor, Director of the Qualitative Research Unit (QRU) and Chris Creegan, Deputy Director of the Unit. Both William and Chris have extensive research experience, working with a range of qualitative datasets in different settings. They will be joined in each of the modules by a guest facilitator from NatCen or another research organisation.

In each module the training team and guest facilitators will present key ideas and questions relating to the topic. They will also involve focused discussion groups to enable reflection and to facilitate an exchange of ideas and experiences. They will, where appropriate, also involve practical exercises focused on problem solving and overcoming real world dilemmas.

Who should attend?

Participants will have considerable understanding and experience of qualitative data analysis and be willing to reflect critically on that in a group environment. This should be combined with a desire to enhance not only their own knowledge and skills, but also extend that learning to the settings in which they operate. The course is by application only and candidates will be expected to demonstrate their experience and enthusiasm for participatory learning when applying for a place.

Learning objectives

By the end of the course participants will:

- have a clear understanding and appreciation of the principles which underpin high quality qualitative data analysis in a range of contexts;
- be able to make informed choices and decisions about the management of qualitative data;
- know how to plan and implement qualitative data analysis that facilitates explanation and, where appropriate, generalisation;
- understand how to conduct and manage high quality qualitative data analysis in the context of multiple sets and forms of data including how to manage the interface with complementary quantitative datasets;
- be able to articulate the principles and challenges of qualitative analysis to a policy and practice audience;
- have a personal development plan for deepening skills in qualitative data analysis and be able to contribute to their organisations development agenda where that is appropriate.

Day 1

- 9.45am Arrival and registration with refreshments
- 10.00am **Introductions and objective setting**
An informal session with course participants to discuss their experience of analysing qualitative data/qualitative research and their objectives for the course.
Chris Creegan & William O'Connor
- 11.00am Tea/coffee break
- 11.30 am **Module 1: The principles of qualitative data analysis**
In this session, participants will explore the epistemological bases of analytical approaches in qualitative research, reflect on how to achieve rigour in the analytical process and understand how good analysis can underpin credible findings.
Matt Barnard, Chris Creegan & William O'Connor
- 1.00pm Lunch
- 2.00pm **Module 2: The challenges of managing qualitative data**
This session will reflect on the key features and challenges of effective data management, including the challenges of working with multiple qualitative data sets and with qualitative data in different forms. It will consider the role and value of computer software in the analytical process.
Claudia Martin, & William O'Connor
- 3.30pm Tea/coffee break
- 4.00pm **Reflections & discussion**
This session will draw out key questions that have arisen during the course so far. Here participants will begin to reflect on their own skill set in the areas covered and begin to plot their own development goals for future practice. This session will end at 5pm.
Chris Creegan & William O'Connor

Day 2

- 9.30am **Module 3: Moving beyond description** Jane Ritchie & Chris Creegan
The focus of this session will be on exploring the meaning and value of explanation in qualitative data analysis. It will consider the relationship between analysis, interpretation and evidence and also consider issues of reliability, validity and objectivity.
- 11.00am Tea/coffee break
- 11.30 am **Module 4: Combining qualitative and quantitative data analysis** Andreas Cebulla, & William O'Connor
In this session, participants will explore the interface between qualitative and quantitative data analysis and reflect on what can lead to better outcomes in studies that involve a mix of methods.
- 1.00pm Lunch
- 2.00pm **Module 5: Analysis for policy** Annette Boaz & Chris Creegan
This session will consider the role of analysis in providing robust evidence. In it participants will reflect on the contribution of analysis to policy formulation and the challenges of making analysis understandable to policy makers.
- 3.30pm Tea/coffee break
- 4.00pm **Reflections & discussion** Chris Creegan & William O'Connor
This final session will be a final opportunity for participants to reflect on overarching questions arising from the different modules. It will also enable further reflection on individual skill needs and development goals.
This session will end at 5pm.