

Spring 2023 Qualitative Camp: Thematic Analysis

Instructor: Rashed Al Jayousi, Feng Youxin

Thematic analysis is a method of analyzing qualitative data, such as interview transcripts, open-ended survey responses, or focus group transcripts, in order to identify and understand the themes that emerge from the data. It is a flexible and widely used method of analysis that allows researchers to identify patterns and themes within their data, and to interpret the meanings and implications of those themes for their research question or study.

In this course, you will learn how to conduct a thematic analysis, from start to finish using multiple qualitative software like MAXQDA 2022 and ATLAS.ti 22. We will cover the theoretical foundations of thematic analysis and the practical steps involved in conducting a thematic analysis, including developing a research question, selecting and collecting data, coding and organizing the data, and interpreting and reporting the results. We will also discuss the strengths and limitations of thematic analysis and ethical considerations in conducting qualitative research.

By the end of this course, you will have the skills and knowledge to conduct a thematic analysis of your own, and to critically evaluate the use of thematic analysis in published research.

Each session will be split into the lecture and exercise parts, with a lunch break in between. Students are expected to participate in all sessions.

Syllabus (tentative)

- [1] Thematic Analysis and Research design
- [2] Coding with MAXQDA 2022 & ATLAS.ti 22
- [3] Data Theming and Analysis with MAXQDA 2022 & ATLAS.ti 22
- [4] Thematic Mapping and Data Visualization
- [5] Practical applications of thematic analysis using MAXQDA 2022 and ATLAS.ti 22

Outline

	Monday	Tuesday	Wednesday	Thursday	Friday
MARCH	26	27	28	29	30
(2023)	[1]	[2]	[3]	[4]	[5]
Class hours	Morning: 10:00 – 12:00 (lecture)				
	Afternoon: 13:30 – 15:00 (problem solving)				

Textbooks and papers used:

- Atlas guide: <https://doc.atlasti.com/ManualWin.v22/print.html>
- Bryman, A., Bell, E. (2011). Business Research Methods 3e. United Kingdom: OUP Oxford.
- Cassell, C., Cunliffe, A. L., & Grandy, G. (2018). The sage handbook of qualitative business and management research methods. SAGE Publications Ltd, <https://dx.doi.org/10.4135/9781526430236>
- Maguire, Moira & Delahunt, Brid. (2017). Doing a Thematic Analysis: A Practical, Step-by-Step Guide. 9.
- MAXQDA2022 Manual: <https://www.maxqda.com/download/manuals/MAX2022-Online-Manual-Complete-EN.pdf>
- Virginia Braun & Victoria Clarke (2006) Using thematic analysis in psychology, Qualitative Research in Psychology, 3:2, 77-101, DOI: 10.1191/1478088706qp063oa