

**IPSA-Antalya Summer Method School for Social Science Research Methods,  
August 2025**

**“Qualitative Content Analysis”**

**Instructor:** Dr. Michéle Möhring; TU Dortmund University, Germany

As qualitative content analysis (QCA) is a powerful scientific tool for extracting and interpreting qualitative data (e. g. news articles, speeches, social media postings, videos) to answer various relevant research questions, this course provides an overview of its theoretical foundations, strategies of coding, assistive software, and the interpretation and presentation of research results. This course offers the opportunity to practical apply QCA in a course project. Participants are encouraged to bring their own laptop computer for those sessions in which we use software, and to present their own research projects and data, if available.

Participants should also download the software MAXQDA together with the manual (available at: <https://www.maxqda.com/what-is-maxqda> -> 30 Day – Trial).

**Schedule**

Morning sessions are for lectures, the afternoon sessions are for practice and discussions. Assigned readings should be done *before* the respective session.

The course takes place daily from August 25 to August 29, 2025, as a ZOOM meeting. We will start at 09:00 (sharp) each day. The course consists of theory sessions and practice sessions. We will usually start with a “theory input” at 09:00 to 11:00 pm, and finish with practice sessions (group assignments or individual assignments) at about 03:30 pm.

Important: All course times refer to the Central European Summertime (CEST) time zone (e.g., Berlin, Paris), also known as UC +2.

**ZOOM Link**

The ZOOM link for each session will be posted in our ABU E-LEARNING SYSTEM.

**Literature/Reading Assignments**

Literature assignments and recommendations are posted in our ABU E-LEARNING SYSTEM.

| Date, Time    |                   | Topics  |
|---------------|-------------------|---|
| Aug. 25, 2025 | Morning Session   | <u>Qualitative Content Analysis:</u><br>History   Methodological Foundations   Limitations                                      |
|               | Afternoon Session | Practice Session 1  |
| Aug. 26, 2025 | Morning Session   | <u>Overview of Qualitative Research Designs:</u><br>Research Questions   Sampling Strategies   Introduction to MAXQDA           |
|               | Afternoon Session | Practice Session 2  |
| Aug. 27, 2025 | Morning Session   | <u>Strategies and Application of Coding:</u><br>Manifest vs. Latent Content   Coding Frames   Coding Units   Coding with MAXQDA |
|               | Afternoon Session | Practice Session 2  |
| Aug. 28, 2025 | Morning Session   | <u>Analyzing qualitative Data with MAXQDA:</u><br>Data Preparation   Data Analysis Strategies   Visual Tools                    |
|               | Afternoon Session | Practice Session 4  |
| Aug. 29, 2025 | Morning Session   | <u>Presenting Results of QCA with MAXQDA:</u><br>Data Presentation   Interpretation   Summary & Course Reflection   Outlook     |
|               | Afternoon Session | Practice Session 5  |