

IPSA-Antalya Summer Method School for Social Science Research Methods,
2026

“Qualitative Content Analysis”

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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. In addition to software-based data analysis, we will also test and evaluate the use of AI in the context of data analysis and interpretation. 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 31 to September 4, 2026, as a ZOOM meeting. We will start at 08:00 (sharp) each day. The course consists of theory sessions and practice sessions. We will usually start with a “theory input” at 08:00 am to 10:00 pm, and finish with practice sessions (group assignments or individual assignments) at about 02:00 pm.

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

Literature/Reading Assignments

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

Date, Time		Topics
Aug. 31, 2026	Morning Session	<u>Qualitative Content Analysis:</u> History Methodological Foundations Limitations
	Afternoon Session	Practice Session 1
Sep. 01, 2026	Morning Session	<u>Overview of Qualitative Research Designs:</u> Research Questions Sampling Strategies Introduction to MAXQDA
	Afternoon Session	Practice Session 2
Sep. 02, 2026	Morning Session	<u>Strategies and Application of Coding:</u> Manifest vs. Latent Content Coding Frames Coding Units Coding with MAXQDA
	Afternoon Session	Practice Session 2
Sep. 03, 2026	Morning Session	<u>Analyzing qualitative Data with MAXQDA and AI use:</u> Data Preparation Data Analysis Strategies Visual Tools
	Afternoon Session	Practice Session 4
Sep. 04, 2026	Morning Session	<u>Presenting Results of QCA with MAXQDA and AI use:</u> Data Presentation Interpretation Summary & Course Reflection Outlook
	Afternoon Session	Practice Session 5

Length

The course comprises five sessions of six hours each (30 hours in total).

Course-level difficulty

It is an intermediate to advanced workshop aimed at professionals in the field, intended for researchers with graduate-level training.

Expectations

Active participation in virtual sessions is expected. This includes min. 80 per cent camera use during the sessions and at least attendance at four days as well as assignment completion.

Contact Information

If you have any questions about the course feel free to contact me: michelle.moehring@tu-dortmund.de