IPSA Online Summer School on Research Methods, Antalya 2023

"Qualitative Content Analysis"

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As qualitative content analysis (QCA) is a powerful scientific tool for extracting and interpret-ing 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 foun-dations, strategies of coding, assistive software, and the interpretation and presentation of research results. This course offers the opportunity to practical applicate 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 (availa-ble 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 in the form of a ZOOM meeting. We will start at 10:00 (sharp) each day. The course consists of theory sessions and practice sessions. We will usually start with a "theory input" at 10:00 to 12:00 pm, and finish with practice sessions (group assignments or individual assignments) at about 4:30 pm. There will be practice exercises between 12:00 pm and 3 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
Day 1	Morning Session	Qualitative Content Analysis: History | Methodological Foundations | Limitations
	Afternoon Session	Practice Session 1
Day 2	Morning Session	Overview of Qualitative Research Designs: Research Questions | Sampling Strategies | Introduction to MAXQDA
	Afternoon Session	Practice Session 2
Day 3	Morning Session	Strategies and Application of Coding: Manifest vs. Latent Content | Coding Frames | Coding Units | Coding with MAXQDA
	Afternoon Session	Practice Session 2
Day 4	Morning Session	Analyzing qualitative Data with MAXQDA: Data Preparation | Data Analysis Strategies | Visual Tools
	Afternoon Session	Practice Session 4
Day 5	Morning Session	Presenting Results of QCA with MAXQDA: Data Presentation | Interpretation| Summary & Course Reflection | Outlook
	Afternoon Session	Practice Session 5