# IPSA Online Summer School on Research Methods, Antalya 2021

# “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 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 (available at: https://www.maxqda.com/what-is-maxqda -> 30 Day – Trial).

# Schedule

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

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| Date, Time | | Topics | Assigned Reading |
| Sept. 6, 2021 | Morning  Session | Qualitative Content Analysis: History | Methodological Foundations | Limitations | t.b.a. |
| Afternoon Session | Practice Session 1 |  |
| Sept. 7, 2021 | Morning  Session | Overview of Qualitative Research Designs: Research Questions | Sampling Strategies | Introduction to MAXQDA | t.b.a. |
| Afternoon Session | Practice Session 2 |  |
| Sept. 8, 2021 | Morning  Session | Strategies and Application of Coding: Manifest vs. Latent Content | Coding Frames | Coding Units | Coding with MAXQDA | t.b.a. |
| Afternoon Session | Practice Session 2 |  |
| Sept. 9, 2021 | Morning  Session | Analyzing qualitative Data with MAXQDA: Data Preparation | Data Analysis Strategies | Visual Tools | t.b.a. |
| Afternoon Session | Practice Session 4 |  |
| Sept. 10, 2021 | Morning  Session | Presenting Results of QCA with MAXQDA: Data Presentation | Interpretation| Summary & Course Reflection | Outlook | t.b.a. |
| Afternoon Session | Practice Session 5 |  |

**General Reading Recommendation:**

Flick, U. (2019). *An introduction to qualitative research*. 6th edition. Los Angeles: SAGE.

Kuckartz, U. & Rädiker, S. (2019). *Analyzing Qualitative Data with MAXQDA*. Springer International Publishing.

Saldana, J. (2013). *The Coding Manual for qualitative Researchers*. 2nd edition. Los Angeles/ London/ New Delhi/ Singapore/ Washington: Sage.

Schreier, M. (2012). *Qualitative content analysis in practice*. Los Angeles/ London/ New Delhi/ Singapore/ Washington: SAGE.