



COURSE OUTLINE

Build Your Foundation as a Qualitative Researcher

Asynchronous (self-paced course)



LANGUAGE: English



DURATION: Unlimited access to the course for 30 days



REQUIREMENTS: Basic knowledge of ATLAS.ti. A personal computer with ATLAS.ti Mac/Windows installed (demo or full version). For the free trial version, you can go to <https://atlasti.com/free-trial-version> ; The course is taught using the Thinkific E-learning platform.



MATERIALS: Each participant can download PPT slides, exercises, and an official certificate from the ATLAS.ti Academy upon completing the course



INSTRUCTOR: Ivana Radivojevic, Senior ATLAS.ti Trainer and Project Coordinator of ATLAS.ti (ivana.radivojevic@atlasti.com)



Course Objectives

Participants will learn:

1. Learn the fundamentals of qualitative research
2. Show the most common qualitative methodologies and data collection and analysis methods
3. Explain how to conduct a good qualitative analysis and how to publish a qualitative article

Methodology

The self-paced course permits you to carry out your learning at the pace and time that is most convenient for you over a period of 30 days. The course is made up of 15 modules that are to be completed one by one, including:

- ✓ 15 video classes
- ✓ 15 PowerPoints
- ✓ 15 quizzes
- ✓ 15 exercises

The course platform on which the course is taught allows you to participate in the classes at any time of the day and to connect to the sessions as often as you wish. Course participants will be able to download all PowerPoints, exercises, and the sample project from the course. After each module, a quiz will be completed to test your basic knowledge of the content of each module.



Outline course

Module 1: Fundamentals of qualitative research

- ✓ Welcome to qualitative research
- ✓ The qualitative mentality
- ✓ Choosing the right research approach

Module 2: Planning and designing qualitative research

- ✓ Qualitative research planning
- ✓ Theoretical keywords
- ✓ Topics and research questions
- ✓ Research objectives

Module 3: Carrying out the literature review

- ✓ What is a literature review?
- ✓ Planning and managing the literature review
- ✓ Identifying the state of the art and research gaps
- ✓ Literature search
- ✓ Examples of good and bad literature reviews

Module 4: Building a conceptual framework

- ✓ Inductive and deductive strategies
- ✓ What is a concept?
- ✓ What is a conceptual framework?
- ✓ Building a conceptual framework

Module 5: Qualitative research methodologies

- ✓ What is a methodology?
- ✓ Five main approaches in qualitative research
- ✓ Comparison of the five approaches

Module 6: Methods of data collection: Interviews

- ✓ What is an interview?
- ✓ How can I conduct a good interview?



- ✓ Preparing for the interview
- ✓ Tips for a successful interview

Module 7: Data collection methods: Focus groups

- ✓ What is a focus group?
- ✓ Characteristics of a good focus group
- ✓ Conducting a quality focus group
- ✓ Tips for success

Module 8: Other qualitative data collection methods

- ✓ Observations
- ✓ Case studies
- ✓ Researcher-directed diaries
- ✓ Qualitative surveys
- ✓ Analyzing secondary data

Module 9: Transcribing the data

- ✓ The importance of transcription
- ✓ Orthographic transcription and the messiness of language
- ✓ Understanding what a transcript is and what it is not
- ✓ What is a (quality) transcript?
- ✓ Production of the transcript

Module 10: Qualitative analysis strategies

- ✓ Different analysis strategies
- ✓ Similarities between qualitative data analysis methods
- ✓ Differences between qualitative data analysis methods
- ✓ What is coding?
- ✓ Tips for successful coding
- ✓ What is the role of software in qualitative analysis?

Module 11: Writing analytical memos

- ✓ What is a memo?
- ✓ Types of memos
- ✓ How to write good memos

Module 12: Visualizing the data

- ✓ Design of matrices and network views



- ✓ Methods of exploring
- ✓ Methods of describing
- ✓ Methods of ordering
- ✓ Methods of explaining
- ✓ Methods of predicting

Module 13: Making good sense

- ✓ The relationship between analysis and writing in qualitative research
- ✓ Defining themes
- ✓ Developing the analysis
- ✓ Drawing and verifying conclusions
- ✓ Tips for a successful analysis

Module 14: Quality criteria

- ✓ What is good qualitative research?
- ✓ Can we apply quantitative quality criteria to qualitative research?
- ✓ Quality criteria and techniques suitable for qualitative research
- ✓ Checklist criteria for qualitative research

Module 15: Writing, communicating and publishing qualitative research

- ✓ It's all about edit!
- ✓ Writing a research report
- ✓ Reviewing the review for qualitative research reports
- ✓ Presenting your research
- ✓ What about publishing?