Overview of the Online Course:
Qualitative Data Analysis

Instructor: Dr. Deirdre M. Kelly

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The library was initiated with support from
UBC Teaching & Learning Enhancement Fund &
EDST EdD Enhancement Fund.

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"Qualitative Data Analysis": Course Overview

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Qualitative data analysis (QDA) involves both a disciplined use of intuition and introspection as well as a systematic sense-making of various forms of "data" (e.g., field notes based on participant observation, interviews, photographs, or documents). There are many ways to produce the coherent stories that are the end result of qualitative data analysis. To date, however, qualitative researchers have been better at writing about the dilemmas and tensions that arise in field work or in representing the research than they have been at elucidating the steps in between. Thus, although analysis occurs at every phase of qualitative inquiry, this course will focus primarily on the middle steps of the QDA process.

Across the eight modules in this course, I discuss a variety of tools, strategies, and heuristic devices–but provide no magic solutions or guaranteed recipes. I emphasize the need for, and importance of, ongoing reflexivity as well as offer a pragmatic, flexible, and iterative approach to QDA. My examples draw inspiration primarily from ethnography, reflexive thematic analysis, narrative analysis, and counter-storytelling.

The following table provides an overview of the course's 8 modules and the segments within each module. The course also includes a list of suggested assignments, learning activities, and recommended readings.

Qualitative Data Analysis

Overview of Course Modules & Segments		
MODULE	**SEGMENT**	**SEGMENT LENGTH**
Course Information	Course Introduction	
	Land Acknowledgement	
	Guiding Questions for Module 1	
1: Introduction: QDA as Art & Science	1.1 QDA as Art & Science	16:54 min.
	1.2: Reflexivity	7:18 min.
	1.3: More Metaphors of QDA	8:51 min.
	1.4: CAQDA—Interview with David Romero	27:16 min.
	1.5: Looking Ahead to Module 2	5:13 min.
	TOTAL TIME FOR MODULE 1:	35:32 min.
	Learning Activity 1.1: Judging Excellence	
	Learning Activity 1.2: Imagining Analytic Strategies from Findings	
	Guiding Questions for Module 2	

2: Reflexive Thematic Analysis	2.1 Thematic Analysis, Codes, & Themes	16:46 min.
	2.2 Preliminary Analysis	9:17 min.
	2.3 Fine-Tuning	5:25 min.
	2.4 Transforming Qualitative Data	10:25 min.
	TOTAL TIME FOR MODULE 2:	41:53 min.
	Learning Activity 2.1: Getting an Overview of the QDA Process	
	Learning Activity 2.2: Practicing Coding	
	Guiding Questions for Module 3	
3: Strategies for Getting Started & for Fine-Tuning	3.1: Early Strategies	15:21 min.
	3.2: Timed Writing	9:51 min.
	3.3 Later Strategies	17:58 min.
	3.4: Data Displays	30:04 min.
	3.5 Looking Ahead to Module 4	0:59 min.
	TOTAL TIME FOR MODULE 3:	74:13 min.
	Learning Activity 3.1: Timed-Writing Prompts	
	Guiding Questions for Module 4	
4: Narrative Analysis & Counter-Storytelling	4.1: The Narrative Moment	3:52 min.
	4.2: Narrative Inquiry	10:43 min.
	4.3: Narrative Analysis Example	6:29 min.
	4.4: Narratives All the Way Down	4:33 min.
	4.5: Counter-Stories	13:45 min.
	4.6: Deconstruction & Reconstruction	12:49 min.
	4.7: Anti-Colonial Techniques	13:04 min.
	4.8: Anti-Racist Storytelling	11:40 min.
	4.9: Countering Deficit Thinking	6:42 min.
	4:10: Looking Ahead to Module 5	3:35 min.
	TOTAL TIME FOR MODULE 4:	87:12 min.
	Learning Activity 4.1: Experimenting with Personal Narrative	
	Guiding Questions for Module 5	
(Module 5 appears on next page)		

5: Writing as a Method of Inquiry	5.1: Misnomer of "Writing Up"	22:24 min.
	5.2: Audience & Style	4:11 min.
	5.3: Using & Editing Quotes	8:18 min.
	5.4: Ethical Issues	8:33 min.
	5.5: Fun with Verbs	4:12 min.
	5.6: Wrapping Up	2:06 min.
	TOTAL TIME FOR MODULE 5:	**49:44 min.**
	Learning Activity 5.1: Fun with Verbs (English Prime Exercise)	
	Guiding Questions for Module 6	
6. Multimodal & Visual Analysis	Visual Thematic Analysis	
	Visual Intertextuality	
	Analytic Questions to Ask of an Image	
	Multimodal Discourse Analysis	
	Guiding Questions for Module 7	
7. Ethics & the Politics of Representation	7.1: Ethics & Politics of Representation: Overview	21:10 min.
	7.2: Hermeneutics of Empathy vs. Suspicion	9:11 min.
	7.3: Discursive Colonization	13:25 min.
	7.4: Translation as Interpretation	9:32 min.
	Mandarin to English Translation: Yu Guo's MA Thesis	16:01 min.
	7.5: Creative Forms of Presentation	12:01 min.
	Amanda Bolderston: Research-Informed Fictional Narratives	10:13 min.
	TOTAL TIME FOR MODULE 7:	**91:33 min.**
	Guiding Questions for Module 8	
8. Reflexivity & Judging Quality, Revisited	8.1: Reflexivity Defined	17:10 min.
	8.2: Qualitative Quality	23:17 min.
	Incorporating Self-Reflexivity	
	TOTAL TIME FOR MODULE 8:	**40:27 min.**