



2-Day Research
Workshop on

Qualitative Data Analysis

Organised by

Department of Journalism and Mass
Communication, Aliah University, Kolkata



Date

10 & 11 February 2025

Venue:

**Smart Class Room,
JMC Dept**



Resource Person

Prof Arup Kumar Baksi

Professor,

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Day-1

10 February, 2.30 PM to 4.30 PM

Basics of Theory and Design

- Introduction to Qualitative Research: Retroductive logic and Phronetic iteration
- Philosophical Orientations of Qualitative Research
- Critical Theories in Shaping Qualitative Research Design
- Qualitative Research Design
- Qualitative Research Approaches
- Nature and complexity of qualitative data

Day-2

11 February, 10 AM to 5 PM
(Lunch Break 1-2 PM)

Qualitative Research-II: Data Analysis

1. Thematic Analysis
2. Content Analysis
3. Thematic Content Analysis
4. Coding and Code Systems
5. Analytical Memos
6. Annotations
7. Introduction to QDAS (Qualitative Data Analysis Software)
8. Content Analysis using QDAS
9. Thematic Analysis using QDAS
10. Data Structure Interoperability (DSI)
11. Transformation of data
12. Application of Machine Learning on qualitative data
13. Application tools to be demonstrated:
 - a) Atlas.ti
 - b) NVivo
 - c) Orange
 - d) QualCoder
 - e) Transcriber
 - f) LiGRE
 - g) CATMA
 - h) Cortext