

Material for Workshop Brochure

Qualitative Research and Data Analysis using NVivo

May 21, 2019 from 9am to 5pm

**University of South Florida Sarasota-Manatee
8350 N Tamiami Trail, Sarasota, FL 34243 USA**

Workshop Objectives

This workshop introduces participants to the state-of-the-art of building a new theory or extension in the existing through qualitative research methodologies, data collection and analysis. Different sessions of the workshop will cover hands-on-exercise with several example on Advanced Data Analysis Techniques in NVivo software. The training program is designed for the professional researchers, principal investigators, faculty members and students of MS/PhD.

<p>Contents for 1 Day Activity</p>	<p>Qualitative Research and Data Analysis using NVivo Software</p> <p><u>Setting up a Project using NVivo and Importing Qualitative Data</u></p> <ul style="list-style-type: none"> • Inserting Participant's Interviews, • Real Audio & Video Recordings, • Setting of Data Sets in spread sheet, • Inserting Pdf and doc, docx, text documents • Inserting Images in different forms • Working with Documents, Videos, Audio files, Images and Datasets • Organizing Qualitative Data in NVivo <p><u>Transcription of Video/ Audio Recordings & Qualitative Data Analysis Methods</u></p> <ul style="list-style-type: none"> • Transcription of Videos • Transcription of Audio Recorded Data • Concept of Thematic Analysis • Discourse and conversational Analysis <p><u>Creating Nodes, Data Coding and Thematic Analysis</u></p> <ul style="list-style-type: none"> • Classifying, Sorting, Organizing Material, • Identifying themes and data coding, • Introducing & Creating 'Nodes', • Defining different levels of coding and creating tree nodes
------------------------------------	---

- Working with Themes and Ideas
- Defining meaning to an 'Ideas' and exploring evidences to support the arguments
- Defining Relationships
- Hierarchy Charts/Tree Maps
- Hierarchy of Concepts

Classification of Sources

- Classification of Data and respondents
- Defining demographic information of the respondents e.g., race, ethnicity, gender, age, education, profession, occupation, income level, and marital status etc.

Applying Queries and Exploring Results (Word tree, Tag Clouds, Word Clouds, Frequency Tables)

- Text Search Query
- Word Frequency Query
- Coding Query
- Matrix Coding Query
- Word Tree Analysis,
- Frequency Tables
- Word/Tag Cloud Analysis,
- Hierarchy Charts / Tree Maps
- Shaping findings into Models and Relationships
- Content Analysis
- Pattern Matching
- Role of Literature in Qualitative Research
- Defining Relationships
- Tree Maps
- Hierarchy of Concepts

Analysis of Data from Social Media and Websites

- Facebook, LinkedIn, Twitter
- Youtube, Websites etc.

Exploring Findings / Charts / Tree Maps / Quotations

- Exploring Charts and comparing "nodes" with respondents' race, ethnicity, gender, age, education, profession, occupation, income level, and marital status etc.
- Exploring Tree Maps find the significance of the themes/issues
- Comparing themes/issues

Advocacy of Inductive Arguments

- Defining Claims
- Providing Evidence
- Supporting Warrant

Interpreting and Reporting Qualitative Findings

Methods to interpret and report the qualitative results

- Discussion on Different Research Papers based on NVivo Analysis

	<ul style="list-style-type: none"> • Developing meaningful conclusions <p><u>Brief Discussion on Qualitative Research Methodologies/Designs</u></p> <ul style="list-style-type: none"> • Grounded Theory • Ethnography • Phenomenological • Narrative • Case Study • Participative Action Research
--	--

Resource Person’s Profile:



Dr. Rab Nawaz Lodhi is the Assistant Professor at Institute of Business and Management, University of Engineering and Technology Lahore where he is teaching MBA, MS and PhD classes and supervising MS and PhD students. He is also HEC Approved PhD Supervisor in Pakistan. He did his PhD in Management Sciences from Bahria University Islamabad Pakistan. His PhD research work is on the post-implementation success of large-scale information systems i.e., Enterprise Resource Planning (ERP) Systems. His major areas of interest are Management Information System, HRM/Leadership, Innovation and Technology Management whereas, minor areas are Strategic Marketing and Project Management.

He has several international publications mostly in HEC recognized journals including Impact Factor Journals of Emerald, Sage Publishing Inc., John Wiley and Sons, Springer Publishing and Taylor and Francis Group. He is also member of editorial team in 36 international refereed journals.

He has received grants from the Higher Education Commission (HEC) Pakistan to organize research workshops in different universities. He is a certified international trainer of QSR NVivo 9/10 (Qualitative Research and Data Analysis). He has expertise in several quantitative and qualitative tools e.g., NVivo, MaxQDA, Atlas-ti, Eviews, SPSS, STATA, AMOS, Smart PLS, MPlus, Endnote etc. This is the reason that he has trained several MS/PhD scholars, PhD faculty members, deans, directors and professional researchers in 42 universities, and research institutes of different countries including Pakistan, Malaysia, Indonesia, UAE and Saudi Arabia.



*M3 Center for Hospitality
Technology and Innovation*