

Workshop on Managing Qualitative Research with NVivo Software

Qualitative research methodology design is pervasive in research. The workshop will focus on using various applications of qualitative analysis software (NVivo), which can analyze text, pictures, and video/audio recordings systematically and efficiently. The development of software applications made it possible to analyze field manuscripts, secondary sources, observations, notes and pictures/videos for advanced levels of classification, synthesis and theory building. The workshop provides opportunity to participants to learn and build capacity through hands-on practice on qualitative data analysis. More so, participants will master qualitative writing, to prepare for high impact journal submission. Some tips through experience on writing a thesis from various country will be highlighted.

Overview

Who should attend

1. Postgraduate students
2. Supervisors / Academicians
3. Executives of Marketing Research Organizations
4. Researchers of R&D Organizations, Social Sector and Policy Research Institutes
5. Aspiring researchers who have intention to embark on empirical research

- 1) Data analysis in qualitative research
- 2) Coding and classification in qualitative research
- 3) Relationships and interpretations in qualitative research
- 4) Understanding software for analysis of qualitative data
- 5) Adding, coding and linking data through software nodes
- 6) Queries and search options
- 7) Managing variety of analysis output in software

LEARNING AREAS

Course Details

SPEAKER : DR YULIANSYAH (FROM INDONESIA)
(INTERNATIONAL QSR CONSULTANT FOR QUALITATIVE STUDY : NVIVO)
Date : 31 May –01 June 2016
Time : 8.30am — 5.00pm
Venue : Sumber Ikhlas Room, ARI, Level 12, Menara SAAS, UiTM Sh Alam
Fees: Normal RM450 (Package : 2pax = RM400/pax, 5pax =RM360/pax)
Payable to : Akaun Amanah Am UiTM
Bank : Affin Bank Berhad (105140003422)
**Fees include: Meals, Workshop Kits, Notes & Certificate*



Accounting Research Institute (ARI),
Level 12, Menara Sultan Abdul Aziz Shah,
Universiti Teknologi MARA, 40450
Shah Alam, Selangor.
GL : 03 - 55444920 DL: 03

- 55444921 (Training & Consultancy)
Email: norazlina9509@salam.uitm.edu.my
Website: <http://ari.uitm.edu.my>



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