

Qualitative Data Analysis and Coding

June 3, 4 & 6 2025

Faculty Sponsor: Prof. Waltraud Schelkle

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Max Weber Instructors: Dr. Paulus Wagner, Dr. Vanessa Endrejat & Dr. Natasja Rupesinghe

Researcher Instructors & Workshop Organizers: Francesca Lupia & Maxine Both

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Qualitative Data Analysis (QDA) and coding is a frequently overlooked step in the research cycle: researchers spend a lot of time with the data they have collected through qualitative research yet lack structured instruction on approaching its analysis. This workshop thereby provides researchers with practical (software) and theoretical approaches to make sense of their qualitative data through a more systematic process.

The workshop will be held over three days, with each day dedicated to 1) conceptual foundations of QDA, 2) hands-on tutorials using NVivo software, and 3) discussions on how to apply QDA to one's own projects. The aim is to provide qualitative researchers with a richer toolkit for post-data collection, improving analytical insights into empirical data, and increasing the transparency on how researchers move from data to findings.

Expectations

To make the most of the workshop, you are asked to come prepared to the sessions, having done the recommended readings. You will also be expected to submit a brief (1-page) reflection on applying QDA to your own research by **Wednesday evening, June 4** by email to all instructors and participants, which we will discuss in the last session on Friday, June 6.

Participants are also expected to come to the workshop with NVivo software (either Version 14 or 15) installed on their laptops. For those who have not used NVivo, you can download a [free 14-Day trial](#). For those who have already used a free trial, and do not already have a subscription for NVivo, **please contact Pia Dittmar at pia.dittmar@eui.eu prior to purchasing a subscription** to inform her that you will need the software for the workshop.

Schedule

All sessions will take place in Seminar Room 2, Badia Fiesolana

Day 1: Tuesday, June 3

9:30-12:30: Induction, Deduction, & Abduction, Dr. Paulus Wagner

13:30-16:30: NVivo Session Tutorial #1, Dr. Wilin Buitrago Arias

Day 2: Wednesday, June 4

9:30-12:30: Practicalities of Coding & Analysis, Dr. Vanessa Endrejat & Dr. Natasja Rupesinghe

13:30-16:30: NVivo Session Tutorial #2 Dr. Wilin Buitrago Arias

Day 3: Friday, June 6

9:30-12:30: NVivo Session Tutorial #3 Dr. Wilin Buitrago Aria

13:30-15:00 : PhD Reflection on QDA, Francesca Lupia, Maxine Both

For any questions, please contact: francesca.lupia@eui.eu and maxine.both@eui.eu

Day 1: Tuesday, June 3

Session 1: Induction, Deduction, and Abduction

Time: 9:30-12:30

Instructor: Dr. Paulus Wagner

The first session of the “Qualitative Data Analysis and Coding” workshop aims to provide conceptual bases and put them into action. We will gain an understanding of what qualitative data analysis is about and of the diversity of ways in which it can be approached. The session is composed of a one-hour lecture followed by a two-hour practice part.

In the lecture, we will discuss the epistemological bases and practical implications of inductive, deductive, and abductive approaches to qualitative data analysis. Doing so, we will pay attention to how data coding is merely one instrumental step of the data analysis and interpretation process, in which coding decisions on the one hand always refer back to a substantive research question, and on the other hinge on questions of analytical ‘style’ and of the target format of findings presentation.

In the practice part, we will apply these theoretical learnings to a data analysis exercise. For this purpose, please bring a research question and qualitative data to be analyzed in case you are currently working on a qualitative data analysis project. If you are about to start your project, you may bring a preliminary data sample just to get a sense of the interpretation process; if you have already collected a large data corpus, you may bring a well-selected subsample that you are e.g. struggling with. The instructor will also bring along some texts and research questions, so every participant has an exercise to work on.

Main References

Bingham, A.J., & Witkowsky, P. (2022). Deductive and inductive approaches to qualitative data analysis. In C. Vanover, P. Mihas, & J. Saldaña (Eds.), *Analyzing and interpreting qualitative data: After the interview* (pp. 133-146). SAGE Publications. [In acquisition](#)

Bingham, A. J. (2023). [From Data Management to Actionable Findings: A Five-Phase Process of Qualitative Data Analysis](#). *International Journal of Qualitative Methods*, 22.

Vila-Henninger, L., Dupuy, C., Van Ingelgom, V., Caprioli, M., Teuber, F., Pennetreau, D., Bussi, M., & Le Gall, C. (2024). [Abductive Coding: Theory Building and Qualitative \(Re\)Analysis](#). *Sociological Methods and Research*, 53(2), 968-1001.

Further Helpful Resources

Fereday, J., & Muir-Cochrane, E. (2006). [Demonstrating Rigor Using Thematic Analysis: A Hybrid Approach of Inductive and Deductive Coding and Theme Development](#). *International Journal of Qualitative Methods*. 5(1). 80-92

Gill, R. (2000). [Discourse Analysis](#). In M. Bauer and G. Gaskell (Eds.), *Qualitative Researching with Text, Image and Sound* (pp. 172-190). SAGE.

Huberman, A. M., & Miles, M.B. (Eds.) (2002). [*The Qualitative Research Companion*](#) SAGE.

Miles, M.B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis. A Methods Sourcebook* (3rd ed.). SAGE. [In acquisition](#)

Saldaña, J. (2016). *The Coding Manual for Qualitative Researchers*. SAGE. [Available at the Main Library, Book collection \(first floor\); LIB 300.723 SAL](#)

White, C., Woodfield, K., & Ritchie, J. (2003). Reporting and Presenting Qualitative Data. In J. Ritchie and J. Lewis (Eds), *Qualitative Research Practice* (Chapter 11). SAGE. [Available at the Main Library, Book collection \(first floor\); LIB 300.723 RIT](#)

Session 2: Introduction to NVivo and Project Setup

Time: 13:30-16:30

Instructor: Dr. Wilin Buitrago Arias

A key challenge in qualitative research is to analyse the content of documents in a wide variety of forms and from many sources. Sometimes a good way to analyse and present the information obtained from these sources is to conduct computer-assisted qualitative content analysis using software such as NVivo or MaxQDA. These are analytic tools that allow you to handle large amounts and different kinds of data, systematize it, describe it, analyse patterns, or bring greater rigour and transparency to interpretative work.

Teaching Methodology (for Sessions 2, 4, and 5):

- Interactive Lectures: Short presentations followed by hands-on exercises.
- Case Studies: Real-world datasets for practice.
- Group Discussions: Encourage collaboration and knowledge sharing.
- One-on-One Support: Personalized guidance during practice sessions.

Objective: Familiarize participants with NVivo's interface and basic functionalities.

1. **13:30–14:00:** Welcome and Course Overview
 - Introduction to NVivo and its applications.
 - Overview of the course structure and objectives.
2. **14:00–15:00:** Getting Started with NVivo
 - Installing NVivo and understanding the interface.
 - Creating a new project and setting up folders.
3. **15:00–15:15:** Coffee Break
4. **15:15–16:30:** Importing Data into NVivo
 - Importing text documents, PDFs, audio, video, and survey data.
 - Organizing data into folders and classifications.
 - Hands-on practice: Participants import a sample dataset.

Day 2: Wednesday, June 4

Session 3: Practicalities of Coding & Data Analysis

Time: 9:30–12:30

Instructors: Dr. Vanessa Endrejat & Dr. Natasja Rupesinghe

This session explores the practical aspects of qualitative data analysis, reflecting on the use of NVivo and MaxQDA. Vanessa and Natasja will provide an overview of how they used these software programs in their own research, including how they used the programs to organise, code and analyse various types of qualitative data. Participants will discuss common considerations when selecting a tool, beyond institutional licensing constraints, and share their own experiences with qualitative coding and data management. A short roundtable discussion will allow attendees to reflect on their research needs and the software they use.

Following these presentations, the session will shift to the challenges of interpreting qualitative data. Vanessa and Natasja will draw on their own research experiences, presenting examples from expert interviews conducted at the EU Commission and interviews with war-affected individuals on sensitive topics. The session will also cover key analytical practices for interpreting qualitative data, including coding strategies, triangulation, contextualization, process-tracing and theory-building. By the end of the session, participants will gain insights into best practices for qualitative analysis and learn from the lessons that experienced researchers wish they had known at the outset of their work.

Further reading (note that these are all optional and there are no required advance readings for this session):

Kuckartz, U., & Rädiker, S. (2019). *Analyzing qualitative data with MAXQDA*. Cham: Springer International Publishing. Online available: <https://core.ac.uk/download/pdf/326762723.pdf>.

Rädiker, S., & Kuckartz, U. (2020). *Focused analysis of qualitative interviews with MAXQDA*. MAXQDA Press. Online available: <https://www.maxqda-press.com/wp-content/uploads/sites/4/978-3-948768072.pdf>.

Fujii, L. A. (2010). Shades of Truth and Lies: Interpreting Testimonies of War and Violence. *Journal of Peace Research* 47(2): 231-241. <http://jpr.sagepub.com/content/47/2/231.full.pdf+html>

Small, M. L., & Cook, J. M. (2023). [Using Interviews to Understand Why: Challenges and Strategies in the Study of Motivated Action](#). *Sociological Methods & Research* 52 (4):1591-1631. SAGE.

Tavory, I. (2020). [Interviews and Inference: Making Sense of Interview Data in Qualitative Research](#). *Qualitative Sociology* 43 (4):449–65.

Session 4: Coding and Basic Data Analysis

Time: 13:30-16:30

Instructor: Dr. Wilin Buitrago Arias

Objective: Teach participants how to code and organize qualitative data in NVivo.

1. **13:30–14:00:** Review of Day 1 and Q&A
 - Recap of project setup and data import.
2. **14:00–15:00:** Introduction to Coding
 - What is coding, and why is it important?
 - Hands-on practice: Creating nodes and coding data.
3. **15:00–15:15:** Coffee Break
4. **15:15–16:30:** Thematic Analysis with NVivo
 - Identifying themes and patterns in qualitative data.
 - Hands-on practice: Grouping codes into themes using a sample dataset.

Recommended Readings

Bazeley, P. (2021). *Qualitative Data Analysis with NVivo* (4th ed.). SAGE. (Chapter 1: “Getting Started with NVivo”). Available at the Main Library, Book collection (first floor) LIB 001.422 JAC

Day 3: Friday, June 6

Session 5: Visualization, Reporting, and Applying NVivo

Time: 9:30-12:30

Instructor: Dr. Wilin Buitrago Arias

Objective: Teach participants how to visualize data, generate reports, and apply NVivo to their own research.

1. **9:30–10:00:** Review of Day 2 and Q&A
 - Recap of coding and thematic analysis.
2. **10:00–11:00:** Visualizing Data in NVivo
 - Creating mind maps, charts, and word clouds.
 - Using NVivo’s query tools to explore data relationships.
 - Hands-on practice: Participants visualize data from the sample dataset.
3. **11:00–11:15:** Coffee Break
4. **11:15–12:15:** Reporting and Applying NVivo to Real-World Projects
 - Generating reports and exporting data.
 - Best practices for presenting findings.
 - Participants work on a mini-project using their own data or a provided dataset.
5. **12:15–12:30:** Course Wrap-Up
 - Summary of key takeaways.

Recommended Readings

Bazeley, P. (2021). *Qualitative Data Analysis with NVivo* (4th ed.). SAGE. (Chapter 3: “Coding and Organizing Data”). [Available at the Main Library, Book collection \(first floor\) LIB 001.422 BAZ](#)

Recommended Readings after Day 3

Bazeley, P. (2021). *Qualitative Data Analysis with NVivo* (4th ed.). SAGE. (Chapter 5: “Visualizing and Reporting Data”). [Available at the Main Library, Book collection \(first floor\) LIB 001.422 BAZ](#)

Session 6: PhD Reflection on QDA

Time: 13:30-16:30

Instructors: Francesca Lupia & Maxine Both

Objective: This session provides participants with an opportunity to reflect on workshop content and discuss practical questions, concerns, and ideas related to the use of QDA in their own research.

Before this session (by Wednesday evening, June 4), participants are asked to submit a brief document - maximum one page – by email to all instructors and participants with a reflection on how participants might apply QDA to their own project, any challenges they might (or have) encountered in applying QDA, and raising questions for discussion.

Based on these submissions, we will begin the session with a short discussion of how participants have handled QDA challenges in their own research before transitioning into a roundtable exchange on how participants’ concerns might best be addressed.

Further readings:

Barbour, R. S. (2014). Quality of data analysis. *The SAGE Handbook of Qualitative Data Analysis*, 496-509. [Available at the Main Library, Book collection \(first floor\); LIB 300.18 FLI](#)

Tuck, E., & Yang, K. W. (2014). [Unbecoming claims: Pedagogies of refusal in qualitative research](#). *Qualitative Inquiry*, 20(6): 811-818.

Yom, S. (2018). [Analytic Transparency, Radical Honesty, and Strategic Incentives](#). *PS: Political Science & Politics* 51(2): 416–21. doi:10.1017/S1049096517002554.

Other Useful Resources and References

- Official NVivo Tutorials: [NVivo Tutorials](#)
- Bazeley, P., & Jackson, K. (2019). *Qualitative Data Analysis with NVivo*. SAGE. [Third edition available at the Main Library, Book Collection \(first floor\); LIB 001.422 JAC](#)
- Krippendorff, K. (2019). [Content Analysis: An Introduction to Its Methodology](#). SAGE.

- Drisko, J.M., & Maschi, T. (2015). *Content Analysis*. Oxford University Press. [Chapters 4 & Chapter 7](#)
- Klotz, A., & Prakash, D. (Eds.) (2008). *Qualitative Methods in International Relations: A Pluralist Guide*. Palgrave Macmillan. [Chapters 5 & Chapter 10](#)
- Kuckartz, U. (2014). *Qualitative Text Analysis: A Guide to Methods, Practice and Using Software*. SAGE. [Chapter 5](#)
- Richards, L. (2015). *Handling Qualitative Data A Practical Guide*. (3rd ed.). SAGE [Available at the Main Library, Book collection \(first floor\); LIB 300.18 RIC](#)
- Schreier, M. (2012). *Qualitative Content Analysis in Practice*. SAGE. [Chapter 12.](#)
- Wodak, R. (2014). "Critical Discourse Analysis." In C. Leung and B. Street (Eds.), *The Routledge Companion to English Studies* (pp. 302-316). Routledge. [Available on Brightspace](#)
- Woolf, N.H., & Silver, C. (2018). *Qualitative analysis using NVivo: the five-level QDA method*. Routledge. [Available at the Main Library, Book collection \(first floor\); LIB 001.422 WOO](#)