QUALITATIVE DATA ANALYSIS USING FREEWARE IN-DEPTH TRAINING WORKSHOP (AUGUST 25-27, 2021)

Course Description:

Interviews, case studies, and texts are important sources of information on environment and sustainability issues. These methods yield data about how and why people think and behave in the ways that they do, and the broader context in which people make decisions. Because these methods yield large amounts of rich, descriptive data, analysis generally follows a qualitative approach. This course will introduce participants to techniques, tools, and frameworks for qualitative data analysis.

The course will follow a combined lecture and hands-on workshop in which participantss will receive guidance on how to conduct qualitative data analysis as well as peer feedback on their own qualitative data analysis efforts. On the last day or third day of the workshop participants will learn how to use Orange (Data science freeware) on creating a word cloud, sentiment analysis and text mining.

Objectives:

• Learn about the nature and application of qualitative research in social and organizational research.

• Learn to conceptualize qualitative research and to formulate problem statements and research questions.

• Learn how to design a qualitative research study.

• Learn about qualitative data collection procedures--observation, interviews, focus group interviews, and collection and use of documents and archival data.

• Learn the power of Orange for Data Science (FREEWARE) on performing text mining, word cloud and sentiment analysis.

Learning outcomes:

1. Explain the utility of different approaches to qualitative data analysis

2. Understand how to manage qualitative data to protect confidentiality of human subjects

3. Apply key techniques, and tools in qualitative data analysis

4. Distill findings into conceptual models and matrices

5. Interpret the results of qualitative data analysis to answer a research question.

6. Perform text mining, word cloud and sentiment analysis using Orange for Data Science Freeware.

COURSE OUTLINE

- Overview of Qualitative Research: Defining the Research Problem
- Phenomenological Research: Purpose, Method, Analysis and Outcomes
- Ethnography: Purpose, Method, Analysis and Outcomes
- Case Study: Purpose, Method, Analysis and Outcomes
- Historical Design: Purpose, Method, Analysis and Outcomes
- Narrative Design: Purpose, Method, Analysis and Outcomes
- Action Research: Purpose, Method, Analysis and Outcomes
- Data Collection Techniques: Choosing the Right Method
- Reporting Qualitative Findings
- -Assessing Qualitative Research
- -How not to assess qualitative research
- Text Mining: Purpose, Method, Analysis and Outcomes
- Word Cloud: Purpose, Method, Analysis and Outcomes
- Sentiment Analysis: Purpose, Method, Analysis and Outcomes

The speakers:

LIZA LORENA C. JALA, PH.D.ED.-RE	**Paolo Hilado**
• **Consultant Statistician & Member of the Research Technical Review Committee -** Department of Internal Medicine, Vicente Sotto Memorial Medical Center	• *Data Scientist*
	• *Director for Research and Planning - Colegio San Agustin Bacolod*
• **Consultant - Mactan** Cebu International Airport Authority, Customer Satisfaction Survey	• *Certificate in Data Science and Connectivity to Artificial Intelligence - Johns Hopkins University, Baltimore Maryland*
• **Former Consultant Statistician on Customer Satisfaction -** Mandaue City	• *Micromasters in Data Science - University of California San Diego*

Government on Business & Licensing Division • **Doctor of Philosophy in Education major in Research and Evaluation** ○ University of San Carlos Recipient of CHED Dissertation Grant • **Masters of Science Teaching major in Mathematics -** University of Cebu	• ***Post Graduate Diploma in Research and Development Management*** - *University of the Philippines Open University, Los Baños, Laguna* • ***Masters Degree in Nursing*** - *West Negros University*