



Doctoral College

#OrganizingtheDigital

Relations, Publics, Societies

Course Syllabus

“Qualitative analysis of online conversations:
A research framework”

Semester: WS 2022/2023

Course No.: 800984

Lecturer: Trena Paulus

Qualitative analysis of online conversations: A research framework

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Course objectives:

This course will guide students through a framework for creating conceptually congruent research designs to answer meaningful questions about what is happening in online conversations (Paulus & Wise, 2019). Participants will learn how to use qualitative data analysis software as the primary tool for their digital research workflow. Using their own data or a provided dataset, participants will identify an *object of interest* for investigation; recognize philosophical and theoretical *assumptions* that impact research design; create focused and relevant research *questions*; ensure methodological *alignment* across aspects of the study design; resolve *ethical* dilemmas; extract and transform “big data” into a coherent dataset for closer, *qualitative analysis*; analyze data using *thematic, narrative and discursive techniques*; and establish the *quality* of the findings.

Learning Philosophy and Format:

The course will include a combination of mini-lecture, large- and small-group discussion activities as well as hands-on analytic work. Students will be able to tailor activities to their own research interests and/or a dataset will be provided.

Technical requirements: Qualitative data analysis software (ATLAS.ti or MAXQDA – TBD)

Prerequisites: Basic knowledge of the social science research process will be helpful.

Course Assignments: TBD

Evaluation: A final research report will be assessed as pass/no pass. Students will complete a pilot analysis of the provided dataset and/or their own data – working through the research framework from identifying an object of interest, organizing the data, engaging in analysis and reporting findings within the qualitative data analysis software platform.

Reading Assignments

- Some peer-reviewed journal articles (TBD) and excerpts from:
- Paulus & Wise (2019). *Looking for insight, transformation and learning in online talk*. Routledge.
- Paulus & Lester (2021). *Doing qualitative research in the digital world*. Sage

COURSE SCHEDULE

Day	Topic
9.11.2022	<ul style="list-style-type: none">• Introducing the research framework• What does online talk represent?• Identifying objects of interest• Identifying philosophical assumptions• What is the research question and how will we answer it?• Establishing the research question & methodological approach• When should online talk be treated as data?• Ethical entry and approaches to analysis
10.11.2022	<ul style="list-style-type: none">• Data sources and tools for analysis: Qualitative data analysis software• How will data be acquired?• Defining and bounding a dataset to answer the research questions• How will the data be analyzed?• Conducting thematic analysis• Conducting narrative analysis
11.11.2022	<ul style="list-style-type: none">• How will the data be analyzed?• Conducting discourse analysis• Have we found an answer to the research question?• Establishing the quality of the findings• Revisiting the research framework and representing findings