

ENGAGING INNOVATIVE KNOWLEDGE THROUGH APPLIED
QUALITATIVE RESEARCH

MCAST 2nd ANNUAL CONFERENCE IN QUALITATIVE RESEARCH METHODS



WORKSHOP
Thematic Analysis with MAXQDA and AI Assist

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07.12.2023



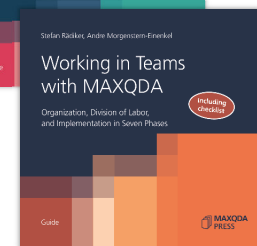
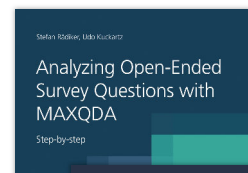
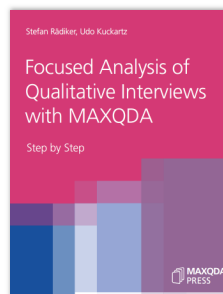
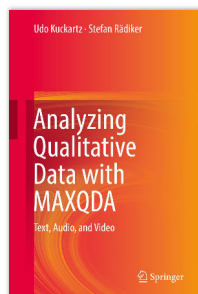
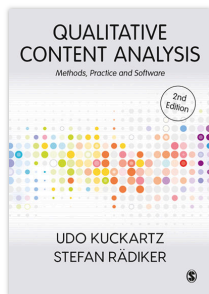
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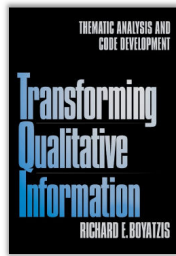
STEFAN'S BACKGROUND



2



THEMATIC ANALYSIS



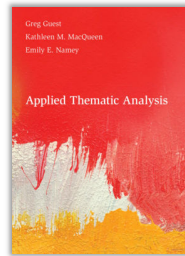
Boyatzis, 1998

Using thematic analysis in psychology
Virginia Braun & Victoria Clarke
Pages 77-101 | Published online 21 Jul 2006
[Cite this article](#) <https://doi.org/10.1191/1478088706g0630a>

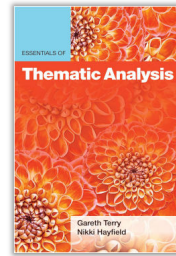


Braun & Clarke, 2006

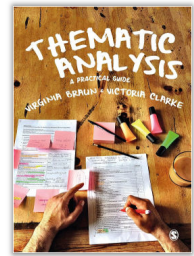
576,794 Views
78,280 CrossRef citations to date
405 Altmetric



Guest et al. 2012



Terry & Hayfield, 2021



Braun & Clarke, 2022

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6 PHASES OF (REFLEXIVE) THEMATIC ANALYSIS (BRAUN & CLARKE, 2022)

1. Familiarising yourself with the dataset
2. Coding
3. Generating initial themes
4. Developing and reviewing themes
5. Refining, defining and naming themes
6. Writing up



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PHASE 1: FAMILIARISING WITH DATASET



- **Developing a deep and intimate knowledge** of your dataset.
- **Reading and re-reading** your text data, repeatedly viewing your visual data, and listening to your audio data.
- **Making (brief) notes** about analytic ideas and insights on
 - data parts
 - whole dataset

Endpoint: Familiarisation notes

- ✓ Importing multiple data sources in one project
- ✓ In-document memos, Document memos
- ✓ Text highlighters
- ✓ Paraphrases and Coding comments
- ✓ Text search
- ✓ Word Frequency/Combination, Word Explorer, Word Tree

AI Assist:

- Automatic paraphrasing
- Automatic summarising

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PHASE 2: CODING



- Approaching the whole data in a **fine-grained way**.
- Systematic application of **code labels** to interesting, meaningful, relevant segments of data.
- Codes are not themes, they **only capture a singular aspect**, not a multi-faceted concept (theme).
- Codes can focus different levels:
explicit and semantic ----- **implicit and latent**

Endpoint: List of codes capturing relevant data

- ✓ Huge range of coding options in the "Document Browser"
- ✓ Code memos
- ✓ Categorize paraphrases
- ✓ Summary Grid

AI Assist:

- Suggest new codes
- Summarize segments per case per code

6



PHASE 3: GENERATING INITIAL THEMES



- Identify **shared patterned meaning** across the dataset ...
- ... by **compiling clusters of codes that share a core idea or concept** and which might provide answer to the research question.
- **Themes capture broader meanings and concepts**, whilst codes capture a single facet

- ✓ Creative Coding
- ✓ Smart Coding Tool
- ✓ Code Matrix/Relations Browser
- ✓ Segment Matrix
- ✓ Code memos, free memos
- ✓ MAXMaps

- ✦ AI Assist:
 - Suggest subcodes
 - Summarize single coded segments
 - Summarize all coded segments of a code (theme)

Endpoint: List of potential themes

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PHASE 4: DEVELOPING AND REVIEWING THEMES



- **Evaluate themes:**
 - Is each theme coherent?
 - Do they fit to coded parts and entire dataset?
 - Do they altogether cover the important aspects?
 - How do they relate?
- Moving **backwards and forward** between the data and the developing themes.

- ✓ Creative Coding
- ✓ Smart Coding Tool
- ✓ Code Matrix/Relations Browser
- ✓ Segment Matrix
- ✓ Code memos, free memos
- ✓ MAXMaps

- ✦ AI Assist:
 - Suggest subcodes
 - Summarize single coded segments
 - Summarize all coded segments of a code (theme)

Endpoint: Refined themes and developed relations

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PHASE 5: REFINING, DEFINING & NAMING THEMES



- Ensure that each theme captures a **unique and different core point**, with rich diversity and nuance taken from the general dataset.
- Writing a **brief definition** for each theme:
 - What is it about? What is unique to it?
 - What are its boundaries?
 - What does it contribute to the overall analysis?
- **Finding names** that capture themes' essences.

- ✓ Memos
- ✓ MAXMaps
- ✓ Smart Coding Tool

- ✦ AI Assist:
 - Summarize single coded segments
 - Summarize all coded segments of a code (theme)

Endpoint: Finally labelled themes

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PHASE 6: WRITING UP



- **Writing starts in phase 1** informal and turns into more formal writing from phase 3 on.
- Weave together **analytic narrative** and compelling, vivid **data extracts**.
- Tell the whole **analytic story**, illustrating each theme and including analytic conclusions across themes.

- ✓ QTT workspace
- ✓ Memo Manager

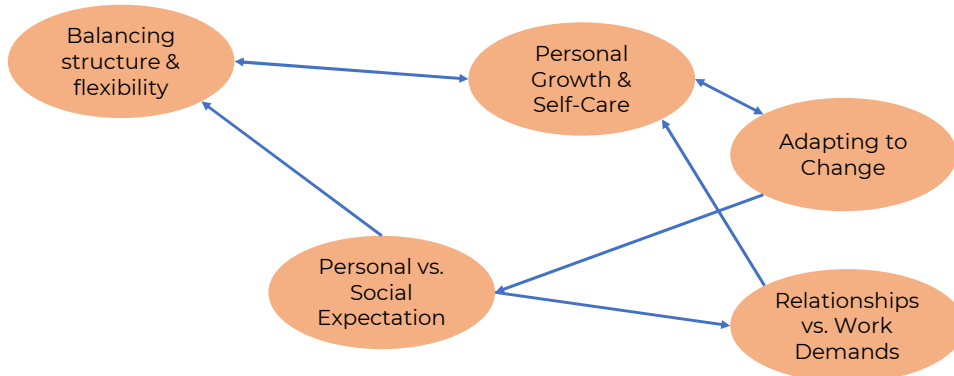
- ✦ AI Assist:
 - Summarize single coded segments
 - Summarize all coded segments of a code (theme)
 - Summarize coded segments of a code (theme) for different cases & groups

Endpoint: Research report

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EXAMPLE: WORK-LIFE BALANCE (5 SHORT INTERVIEWS)



Identified themes and their relationships



Demonstrations & Exercises in

