The Centre for Work, Organisation and Wellbeing invites both RHD Students and Researchers to a workshop:

“From wrestling to dancing: A “how to” guide for rigorous & relevant qualitative data analysis”

When: 9:30 – 11:00 am, Tuesday 3 November, 2009
Where: Room 0.01, Business 3, Building N63, Nathan campus
Food: Morning tea will be served; please RSVP to reserve your seat!

You’ve done all those interviews/focus groups and you’re now wrestling vigorously with a pile of words, images, software issues, and looming deadlines. Its qualitative data analysis time and things aren’t turning out as you had planned. You’re now wondering why you are doing qualitative research at all! Where to from here? How do you move from wrestling with raw data to dancing with a completed thesis or research article?

This workshop will focus on two key aspects of qualitative research:
(1) insight into how to manage and analyse raw qualitative data; and
(2) how to produce tangible research outcomes.

Topics covered in the workshop will include:
- The 4Rs of Qual research - Richness, Relevance, Rigour and Reflexivity
- The grand multi-stage data analysis process – and there’s at least 7 of them!
- Data analysis software - where’s the story?
- Wrestling with the P – I conundrum
- The hyper-reflexive researcher – that’s you!
- Wise advice from A* editors

Please bring pencil and paper. You'll need it.

Speaker: Dr Maree Boyle, Griffith University
Dr Boyle is an internationally recognised qualitative methodology specialist. Her qualitative work includes a number of ethnographic studies, specifically in the area of workplace culture, gender relations, emotions in organisations, change management and work-life intensity. Dr Boyle’s qualitative methods expertise include organisational ethnography, retrospective and autobiographical approaches and reflexive analytical techniques. She has published and presented over 70 academic papers in international journals such as Gender and Society, Organization, and The European Journal of Marketing, and at key conferences such as the Academy of Management Annual Meeting and European Group for Organization Studies. Dr Boyle has been invited to review for a number of highly ranked international journals, including Human Relations, Human Performance and Organizational Research Methods. In 2007 she served as guest co-editor with Professor Ken Parry for a special edition of Culture and Organisation on Organisational Ethnography. In 2000, Dr Boyle established the first undergraduate Qualitative Methods Curriculum within an Australian Business School. Since then she has delivered numerous courses, workshops and lectures on qualitative data collection and analysis at Griffith University.

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