PGR Course unit outline 2022/23

Unit code:	BMAN 88132
Title:	**Introduction to Qualitative Data Analysis using NVivo**
Credit value:	**5**
Semester:	**2**
Course Coordinator contact details:	Emma Banister emma.banister@manchester.ac.uk
Other staff involved contact details:	N/A
Pre-requisites Co-requisites Dependent course units Restrictions	The course is suitable for all PG Researchers. No previous knowledge of NVivo is required. The course is designed for a complete beginner, and could also be useful for those wanting to refresh their skills.

Course unit overview

The course provides a thorough hands-on overview of NVivo using a sample project. In the second session, participants will be given the opportunity to work with their own data if required.

Aims

The aim of this course is to provide PGRs with hands-on experience of NVivo software which integrates a wide range of tools and enables researches to link theory and data to produce rich insights and in-depth interpretations. PGRs will gain confidence in setting up a project framework, importing data, coding, annotating, memoing, linking ideas, exploring, probing using queries, and gathering evidence for writing up their interpretations and findings.

Objectives (Learning outcomes)

On completion of this course, participants will be able to:

- Understand the advantages and limitations of using NVivo throughout their research project
- Explore and code generic qualitative data in NVivo
- Determine the applicability of Nvivo for their own research project and consider strategies to represent and explain the data analysis process in their theses

Syllabus content

The syllabus will include some background/ introduction to Nvivo, but much of the emphasis will be on the practicalities of creating and working with projects, importing sources, working with different kinds of data. At all points PGRs will be encouraged to reflect on their own research projects and consider the challenges and opportunities which Nvivo presents.

Methods of delivery

Lectures	1 hour asynchronous materials (0.5 hours associated with each workshop)
Seminar/Tutorial/Workshop/Lab Hours	8 hours
Independent Study	41 hours (this includes the developmental activity of PGRs following completion of the taught part of this course)
Total Study Hours	50 hours

Reading List

This course is primarily practical in nature, with an emphasis on 'doing,' and working with data and the NVivo software package. Additional electronic resources will be recommended alongside the asynchronous lecture material. You may also find the following book helpful:

- Woolf, N.H. and Silver, C. (2018) Qualitative analysis using NVivo: the five-level QDA method, Routledge (available here)

Assessment

Mode of Assessment	Length required	Weighting within unit
Those PGRs taking this course for assessment are required to write a refective report about how Nvivo could be used for their research project. The nature of this report will differ depending on the stage that individual PGRs are at with their research. This report should incorporate a sense of the opportunities and also the drawbacks or challenges of using Nvivo over other approaches to analysis (e.g. paper-based methods).	1500 words (max)	100%

Feedback methods

PGRs will receive feedback by peers and the course convenor within the workshop sessions. They will also have opportunities to discuss their projects, with a view to how they will develop their assessed report.

Course participants will receive a link for a course unit evaluation questionnaire after the completion of the course. In addition PGRs are encouraged to provide feedback through emails and conversations at any time.

Social Responsibility

AMBS aims for our graduates to develop not only academic and professional skills, but also a sense of social, ethical and environmental responsibility towards the societies of which they are part. Please give details of how social responsibility is addressed in your course unit by highlighting any knowledge or skills that support students' social and ethical understanding and conduct.

This course is focused on the use of software to assist in qualitative data analysis. Used correctly Nvivo can support researchers to develop high quality interpretations that demonstrate transparency in terms of approach and ethical standards, in order to develop responsible research.

The workshops themselves are designed to be inclusive spaces where PGRs can try out ideas in a supportive environment. The assignment guidance takes into account the diversity of projects/analytic approaches that PGRs will be working on, allowing them to tailor their report to their own research which may feature particular SDGs.

Please indicate by ticking the box(es) below, which specific aspect of SR your module is linked to:

☐ A UN SDGs*   ☐ Environmental Sustainability

☐ Other (please specify)

* If a UN SDG, please note which one by reviewing the list here

For additional support on how embed SR into your module, please review the resources here: https://documents.manchester.ac.uk/DocuInfo.aspx?DocID=47017