

Online Workshop: Researching the Economy with MAXQDA

30th March 2022: 9:00am-3:00pm

Instructor: Stefan Ouma, Professor of Economic Geography, University of Bayreuth

Interpretive research designs can play an important role in research on economic issues. This kind of research is usually done by people in management studies, business studies, organizational studies and economic geography, which economics lagging behind. One important aspect of qualitative research is computer-based qualitative data analysis (QDA). While QDA cannot replace a concrete method of analysis, it aids users to code large amounts of text, either generated via interviews or extracted from other sources, including social media.

Learning objectives:

In this seminar, participants will: -

- Get a brief primer on interpretative research designs for researching “the economy”
- Learn the basics of MAXQDA, a tool for qualitative data analysis.
- Apply MAXQDA to a concrete example of interview text
- Learn how to use MAXQDA to extract social media data
- Learn why MAXQDA cannot replace an *approach* of qualitative data analysis!
- How MAXQDA can help improve rigour in qualitative research

This workshop is a component in a joint research project of Professor Ouma, Professor Ndemo and Dr Mkalama. It is open to anyone interested. You can download a 30-days trial version of MAXQDA here: <https://www.maxqda.com/trial>

Please also watch this video to catalyse our session. We will pick up many of the themes shown here again, but it would be important that you have digested this primer:

<https://www.youtube.com/watch?v=y5pt5vpwuQ0&t=9s>

Programme:

9:00-9:45: Introduction: Qualitative research designs and the study of “the economy”

9:45-10:30: Basics of MaxQDA I

10:45-11:15: Basics of MaxQDA II

11:15-12:00: Code your own text

12:00-12:30: Extraction of Social Media Data

12:30-13:15: Lunch Break

13:15-14:30: Limits of MAXQDA and questions of rigour

14:30: Closure

Additional Materials:

Please also read this text: Bogna F, Raineri A and Dell G (2020) Critical realism and constructivism: merging research paradigms for a deeper qualitative study. *Qualitative Research in Organizations and Management: An International Journal* 15(4): 461–484.

For further preparation on underlying methodological issues, please watch this video:

<https://www.youtube.com/watch?v=JdOSCzSpMc> (watch first 19 minutes!).