



Teaching Guide				
Identifying Data				2024/25
Subject (*)	Innovations in Qualitative Data Analysis	Code	615545006d	
Study programme	Máster Universitario en Métodos Avanzados de Investigación e Innovación na Análise Social (a distancia)			
Descriptors				
Cycle	Period	Year	Type	Credits
Official Master's Degree	1st four-month period	First	Obligatory	6
Language	Spanish			
Teaching method	Non-attendance			
Prerequisites				
Department	Socioloxía e Ciencias da Comunicación			
Coordinador	Rodríguez Rodríguez, María del Carmen	E-mail	carmen.rodriguez2@udc.es	
Lecturers	Rodríguez Rodríguez, María del Carmen Santiago Gómez, Elvira	E-mail	carmen.rodriguez2@udc.es elvira.santiago@udc.es	
Web				
General description	The course explores qualitative research in depth, presenting different methodological approaches and different qualitative techniques for data collection and analysis.			

Study programme competences / results	
Code	Study programme competences / results
A2	C2. Know in detail the theoretical and practical foundations of participatory action research and the advanced use of social research for intervention in the public and private spheres.
A3	C3. Know in detail the theoretical and practical foundations of prospective techniques and their advanced use to issue conclusions based on the future evolution of complex and highly uncertain social, economic and political challenges.
A4	C4. Know, compare and combine in a creative and novel way the main paradigms and research designs (quantitative, qualitative, mixed, prospective, participatory), collecting the main recent advances in each design.
A6	C6. Deal with the theoretical and scientific foundations necessary to carry out quantitative and qualitative social research using advanced technological tools (R).
A7	C7. Recognize the different options for presenting and displaying research results and their methodological foundations to clearly convey the results of the research to different audiences.
A10	C10. Acquire advanced knowledge on the theoretical and practical aspects of the challenges of today's societies through the processes of research and social analysis.
A11	H1. Evaluate and select the appropriate methodological paradigm (quantitative, qualitative, mixed, prospective, participatory) to formulate judgments based on incomplete or limited information on phenomena associated with social, economic and political challenges.
A12	H2 Adopt adequate measures for the preservation of the fundamental and advanced ethical principles of social research, as well as for the adequate protection of the data collected.
A14	H4 Transmit the results of basic and applied research, as well as the most relevant foundations on which they are based, clearly and unambiguously, taking into account the diversity of contexts, audiences and needs, using different presentation and display options.
A15	H5 Carry out qualitative and quantitative research in R.
A16	H6 Develop the ability to plan research, correctly choosing the phases and procedures that guarantee maximum rigor and that are suitable for different contexts within the public or private sphere.
A17	H7 Acquire the ability to continue delving into research and analysis methods in a way that will be largely self-directed and autonomous.
A19	H9 Develop an advanced capacity to evaluate the quality and results of research processes.
A20	CP1. Contrast the importance of the existing methodological diversity for the analysis of the social, political and economic reality, addressing different complex problems of current societies through creative and innovative solutions.
A24	CP5. Being able to work with data sources, scientific research methodologies and techniques, and advanced computer tools typical of the social sciences.
A26	CP7. Develop the ability to generate intermediate-range theories and, therefore, potentially applicable/transferable to society, interpreting the inputs generated by social analysis techniques.



Learning outcomes		
Learning outcomes	Study programme competences / results	
Know how to design an advanced research process that includes the steps to be taken to analyse qualitative information of different types and collected during fieldwork through innovative and diverse techniques.	AC2 AC3 AC4 AC11 AC16 AC20 AC24	
Will be able to analyse complex situations on the basis of discourses and discourse systems derived from the application of qualitative research techniques in a critical and contextual way.	AC4 AC11 AC16 AC17 AC24 AC26	
You will be able to combine and integrate analysis and interpretation in critical discourse analysis in highly reflexive and specialised scenarios.	AC4 AC7 AC10 AC12 AC17 AC19 AC24 AC26	
You will be able to analyse data derived from the application of ethnographic research techniques, in different modalities ( traditional, multisite, mobile, collaborative, in-house, visual, virtual).	AC4 AC11 AC12 AC16 AC20 AC24 AC26	
You will learn about applied forms of qualitative information analysis, especially in contexts of social intervention, through Participatory Action Research mechanisms.	AC2 AC4 AC7 AC10 AC12 AC14 AC16 AC17 AC20	
Estará familiarizado/a con las distintas opciones y estrategias para la transferencia y presentación y visualización de resultados procedentes del análisis cualitativo a públicos especializados y no especializados.	AC6 AC7 AC12 AC14 AC15	

Contents	
Topic	Sub-topic



1. Ethnographic analysis	1.1. Introduction to ethnography as a qualitative research method and the main theoretical approaches 1.2. Data collection techniques used in ethnography 1.3. Innovations in ethnographic research
2. Phenomenological analysis	2.1. Introduction to phenomenology as a qualitative research method and the main theoretical approaches 2.2. Techniques and strategies for data collection 2.3. Innovations in phenomenological research
3. Content analysis	3.1. Introduction to content analysis: definition and basic characteristics 3.2. Conceptual framework 3.3. Components and applications of content analysis 3.4. Innovations in content analysis
4. Discourse analysis	4.1. Introduction to discourse analysis: definition and characteristics 4.2. Methodological assumptions and preparation of analysis 4.3. Fragmented or integral approach? 4.4. Pre-analytical assumptions and analytical procedures 4.5. Innovations in discourse analysis
5. Uses and innovations in the use of software for qualitative analysis	5.1. Qualitative analysis software (CAQDAS) 5.2. Tools and resources for the process of qualitative data analysis 5.3. Import, organisation, management and coding 5.4. Analysis
6. Social intervention and ethics	6.1. Qualitative analysis in social intervention 6.2. Reflexivity, bias and ethics in qualitative research

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Workshop	A2 A3 A6 A7 A11 A12 A14 A19 A24 A26	0	45	45
Workbook	A2 A3 A4 A7 A10 A16 A17 A19 A20	0	30	30
Document analysis	A2 A3 A4 A6 A7 A10 A11 A15 A16 A19 A24	0	9	9
Guest lecture / keynote speech	A2 A3 A4 A10 A17 A20	0	42	42
Personalized attention		24	0	24

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Workshop	Training modality oriented to the application of learning in which different methodologies/tests can be combined (presentations, simulations, debates, problem solving, guided practice, ...) through which students develop eminently practical tasks on a specific topic, with the support and supervision of the teaching staff.
Workbook	Readings from key texts in qualitative analysis, as well as from specific research to look at the development of different analytical strategies.
Document analysis	Practical exercises in qualitative data analysis
Guest lecture / keynote speech	Teaching on the fundamentals of qualitative research, its innovations and latest developments.



## Personalized attention

Methodologies	Description
Document analysis Workshop	<p>Personalised attention in this subject will be given in a non-classroom format. There will be group and individual tutorials. For the comprehension of the readings and for the completion of the assignments you can schedule the virtual tutorials you consider necessary in the timetable that will be communicated at the beginning of the course. The teaching staff will also be available to you via email.</p> <p>Students who apply for recognition of part-time dedication or academic dispensation will follow the evaluation of the distance mode.</p>

## Assessment

Methodologies	Competencies / Results	Description	Qualification
Workshop	A2 A3 A6 A7 A11 A12 A14 A19 A24 A26	Realizaranse dúas prácticas que supoñerán, cada unha, o 50 % da nota da materia.	100

## Assessment comments

<p>Second opportunity</p> <p>Those who have failed or have not submitted the practicals required to pass the subject will have to repeat them and hand them in on the dates established by the teachers within the assessment period of the second opportunity.</p> <p>The fraudulent performance of the tests or evaluation activities, once verified, will directly imply the qualification of failure (numerical grade 0) in the corresponding call of the subject, thus invalidating any qualification obtained in all the evaluation activities for the extraordinary call. For this, the qualification will be modified in the first opportunity report, if necessary.</p>
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## Sources of information



<p><b>Basic</b></p>	<ul style="list-style-type: none"> <li>- Alonso, L. E. (1998). La mirada cualitativa en sociología. Madrid: Fundamentos</li> <li>- Arroyo, M. y Sábada, I. (coord.) (2012). Metodología de la investigación social: técnicas innovadoras y sus aplicaciones. Madrid: Síntesis</li> <li>- Barley, N. (2003). El antropólogo inocente. Barcelona: Anagrama</li> <li>- Barthes, R. (1989/1980). La cámara lúcida. Nota sobre la fotografía. Barcelona: Paidós</li> <li>- Carrero, V.; Soriano, R. y Trinidad, A. (2012). Teoría fundamentada Grounded Theory. . Madrid: CIS</li> <li>- Conde Gutiérrez del Álamo, F. (2009). Análisis sociológico del sistema de discursos. Madrid: CIS</li> <li>- Gibbs, G. (2012). El análisis de datos cualitativos en investigación cualitativa. Madrid : Morata</li> <li>- González Vallés, J.E. y Piñeiro Otero, Teresa (2016). Diseños en la moderna investigación universitaria. Madrid: McGrawHill</li> <li>- Ibáñez, J. (1985). ?Análisis sociológico de textos y discursos?, RIS, 43, pp.119-160..</li> <li>- Ibáñez, J. (2002/1994). Sociología de la vida cotidiana. Madrid: Siglo XXI</li> <li>- Krippendorff, K. (2002). Metodología de análisis de contenido : teoría y práctica. Barcelona : Paidós</li> <li>- Martín Criado, E. (2014). ?Mentiras, inconsistencias y ambivalencias. Teoría de la acción y análisis de discurso?, RIS, 72(1), 115-138..</li> <li>- Miles, M. B., Huberman, A. M., &amp; Saldaña, J. (2018). Qualitative data analysis: A methods sourcebook. Sage Publications</li> <li>- Mills, C.W. (2003). La imaginación sociológica. México: Fondo de Cultura Económica</li> <li>- Rapley, T. (2014). Los análisis de la conversación, del discurso y de documentos en investigación cualitativa. Madrid : Morata</li> <li>- Saldaña, J. (2015). The coding manual for qualitative researchers.. Sage Publications</li> <li>- Woods, M., Macklin, R., &amp; Lewis, G. K. (2016). Researcher reflexivity: Exploring the impacts of CAQDAS use. International Journal of Social Research Methodology, 19(4), 385-403.</li> <li>- Zárraga, J.L. (2009). ?Por qué, qué y para qué investigamos: la trastienda de la investigación social?, Política y Sociedad, 46, 3, pp. 37-56..</li> </ul>
<p><b>Complementary</b></p>	<ul style="list-style-type: none"> <li>- Bardin, L.; (Suárez, C., trad.) (1996). El análisis de contenido. Madrid : Akal</li> <li>- Chávez, B.L. (2014). Analisis de contenido y linguistica computacional: su rapidez, confiabilidad y perspectivas. Anales de psicología (Murcia, Spain) 30.3 : 1146</li> <li>- Kuckartz, U., &amp; Rädiker, S. (2019). Analyzing qualitative data with MAXQDA. Cham: Springer International Publishing.</li> <li>- Medina, I. (2017). Análisis Cualitativo Comparado (QCA), Cuadernos Metodológicos, 56. Madrid : Centro de Investigaciones Sociológicas</li> <li>- Olivier de Sardan, Jean-Pierre, and Jorge Costa Delgado (2018). El rigor de lo cualitativo: las obligaciones empíricas de la interpretación socioantropológica. Madrid: CIS</li> <li>- Pink, S., and Roc F. (2019). Etnografía digital.. Madrid: Morata</li> <li>- Pujadas, J.J. et. al (2010). Etnografía. Barcelona: Editorial UOC</li> <li>- Riley, J. (1990). Getting the most from your data : a handbook of practical ideas on how to anlyse qualitative data. Bristol : Technical and Educational Services</li> <li>- Valles Martínez, M. S. (1997). Técnicas cualitativas de investigación social reflexión metodológica y práctica profesional. Madrid: Síntesis</li> <li>- Weaver-Hightower, M. B. (2019). How to Write Qualitative Research. London : Routledge</li> <li>- Wright, P (2022). Reflexiones sobre ontología de la etnografía: Entre la experiencia, el poder y la intersubjetividad.. Runa (Buenos Aires, Argentina) 43.3 (2022): 403?430.</li> </ul>

**Recommendations**

**Subjects that it is recommended to have taken before**

Qualitative, Prospective and Participatory Research Techniques/615545004d

**Subjects that are recommended to be taken simultaneously**

**Subjects that continue the syllabus**



## Other comments

According to the different regulations applicable to university teaching, the gender perspective must be incorporated into this subject (non-sexist language will be used, bibliography of authors of both sexes will be used, the intervention of male and female students in class will be encouraged, etc.). Work will be done to identify and modify sexist prejudices and attitudes and influence the environment to modify them and promote values of respect and equality. Situations of gender discrimination will be detected and actions and measures will be proposed to correct them.

**(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.**