



MMMM...Data!

Welcome!

RESEARCH
ROCKSTAR 

7 Reasons Why Writing Great Qualitative Research Reports is Hard!



Reasons why Qual Reporting is so Hard!

1. Complexity
 - Text, audio, image, video
2. Messiness
 - Raw data often exists in multiple formats/file types
3. Inconsistencies
 - Not every participant answers every question/nor with same depth
4. Volume
 - True for focus groups, interviews, ethnography and online qualitative
5. Context-sensitivity
 - Times, places, seasons and other context
6. Researcher bias
 - Cultural bias, personal experience
7. Imperfect/incomplete data
 - Vigilance about what participants say versus actually think/do/feel



So what's the answer?

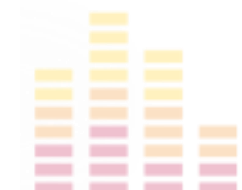
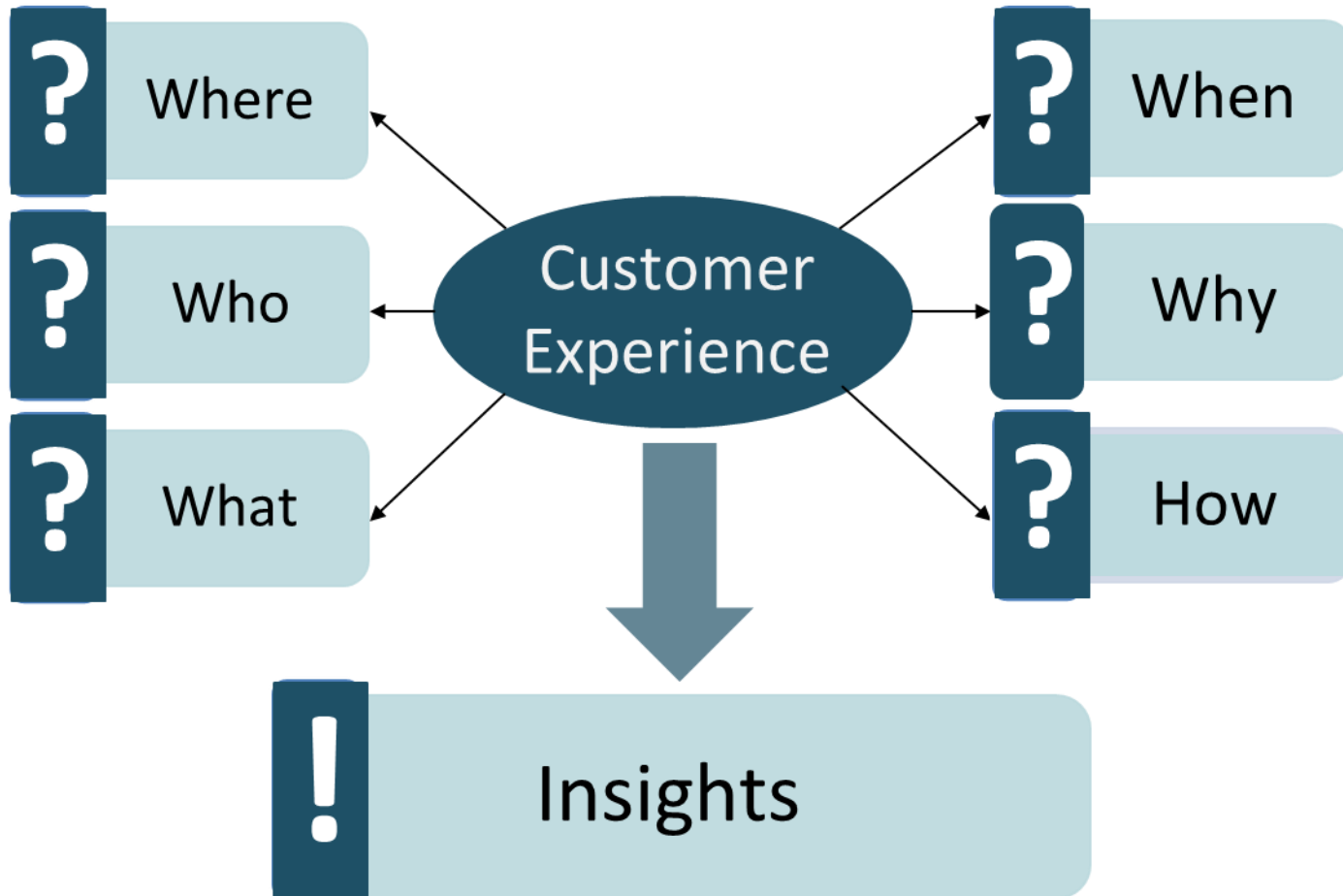


Choose & Use an Analysis Approach

- Comparative analysis
 - By location, age range, product status, etc.
- Framework Analysis or Grounded Theory
 - Coding of qualitative data
- Visual exploration
 - Diagrams & frameworks

Some researchers also explore semiotics, narrative analysis, and various forms of “counting”







WRITING QUALITATIVE RESEARCH REPORTS

Learn how to write a great qualitative research report, even if you have never done so before.

What makes for a great qualitative research report? It needs to synthesize and present qualitative research findings in a way that your audience will find useful. And that is not as easy as it may sound. Qualitative information can be complex and rich—analyzing it properly takes discipline, and presenting it so that others can grasp key results requires careful planning.

The options for analyzing and reporting qualitative research results are taught here in a fun, practical way.

In this 4-week program, [Instructor Cory Mann](#) will teach students how to analyze qualitative information in order to address project objectives, and how to report the findings using various text, visual display and multimedia approaches. This is useful for learners who are writing for internal or external clients.

Per student fee includes 4 classes (90-minutes each) for a total of 6 hours, examples, demonstrations, exercises, real-time Q&A, replay access for 60 days and completion certificate.

[Click here for class agenda.](#)

Register anytime, attend anytime. Join our [virtual classroom](#) (see date options) or watch videos for a [self-paced option](#).

Class topics, instructor, dates and times subject to change. Instructor illness, inclement weather and other unexpected events may result in rescheduling.

PRICE

\$479

DATES

March 6, 13, 20 & 27 (2018) 1:00-2:30 PM ET - \$479

www.Training.ResearchRockstar.com

