

# Webcast Lecture

March 24th, 12:00 pm-1:30 pm ET

## The Power of Tools In Qualitative Analysis



### Abstract:

This primer lecture on qualitative research methods introduces a few of the ‘tools of the trade’ that qualitative researchers can use to move from data to findings and theorizing. Designed specifically to focus on developing research skills, this course delves into the various analytic and display tools that help us to emerge findings and contributions as we work with vast qualitative datasets.



### DR. JANE LE

WHU- Otto Beisheim  
School of Management,  
Presenter

In particular, we introduce the following tools: thick description, critical events, recurring topics, sensitizing concepts, vignettes, composite narratives and visualization. As we discuss these tools, we consider the role in various parts of the research process and how they tools may help us more rigorously move from raw data to theory.

[Access Info and Quick Chat](#)







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**PhD Prep Group**

**March 24th, 3:00 pm-4:30 pm ET**

**Implications of the Open Science Movement for  
Emerging Scholars: Why Is It Important and How to  
Prepare**



**DR. YIFAN SONG**

Texas A&M University  
Host



**DR. LILLIAN EBY**

University Of  
Georgia  
Panelist



**DR. ZHEN ZANG**

Southern Methodist University  
Panelist



**DR. TIM QUIGLEY**

University of Georgia  
Panelist