

Reporting Qualitative Data

This course is designed to provide researchers with core skills in writing reports based on analysis of qualitative data. It will focus on the techniques needed to display qualitative evidence effectively in both stand-alone qualitative and integrated mixed method reports. The course will be delivered through a mixture of taught sessions and practical exercises by members of NatCen's Policy Research Centre.

Who should come on this course?

This course will be useful to you if you:

- Are experienced in other aspects of qualitative research such as data collection or analysis, but are new to writing reports based on qualitative data analysis
- Have some previous experience of reporting qualitative data but want to broaden or refresh your skills

Course coverage

- The challenges of reporting qualitative data
- How to plan and structure reports which include qualitative data
- Forms, styles and conventions of qualitative reporting
- Techniques for avoiding quantitative language in qualitative reporting
- Displaying qualitative evidence in written reports
- Integrating qualitative and quantitative data in written reports
- Quality in qualitative reporting

Learning objectives

By the end of the module participants will be able to:

- Plan and structure reports which include qualitative data
- Use written conventions and styles that are appropriate to qualitative data
- Contribute to a report which combines qualitative and quantitative data
- Display qualitative evidence effectively in a written report
- Understand the factors that underpin quality in written reports of qualitative findings

Programme – Thursday 7th April 2022

10.00 am	Introductions and learning objectives Introduction to the training, the trainers and the group.	MM & NR
10.30 am	What is a qualitative report? The purpose of qualitative reports and challenges facing qualitative reporters.	MM
11.00 am	From analysis to writing Planning a qualitative report; knowing when to start writing; writing chapter plans; drawing on analysis effectively.	MM
11.30 am	Tea/coffee break	
11.45 am	Style and structure of written reports Structural forms and content; Reporting styles and language; top tips for avoiding quantification; integrating qualitative and quantitative data.	MM
12.25 pm	Practical 1 session	MM
12.45 – 1.45 pm	Lunch	
1.45 pm	Practical 2 and reflection	NR
2.15pm	Displaying the evidence Tools for displaying qualitative evidence; when different tools might be more appropriate and why.	NR
2.45 pm	Practical 3 session	NR
3.15 pm	Tea/coffee break	
3.30 pm	Summaries and conclusions How to write effective conclusions and executive summaries, what they should helpfully contain and when different approaches might be useful.	NR
3.45 pm	Quality in qualitative reports What makes a good quality qualitative report and how quality can be assessed.	NR
4.00 pm	Practical 4 session	NR
4.20 pm	Final discussion and review of learning objectives. Close by 4:30pm	MM & NR

NatCen LEARNING

Social Research that works for society

MM = Martin Mitchell
NR = Nilufer Rahim