

# Oxford Brookes Business School Training 2019-20

'Quals B' is about what we actually do with all the fabulous data we have carefully generated. We will consider questions such as how do we analyse, interpret, and make sense of our data, and how do we clarify our research contributions.

Because we will be working with your data, the seminars are **aimed at PhD students who already have qualitative data** and are starting to do initial analysis.

Here is an indication of what we will be covering:

- **Thursday 10 October 2019, 10.00am-4.00pm in CLC 1.09 (the Executive MBA Suite)**  
What do we 'do' with our data? (including: organising vs analysis vs interpretation vs theorising; the 'black hole' of coding fetishism; how different logics-of-inquiry shape the process of coding; brief comparison of common approach such as grounded theory, discourse analysis, semiotic analysis, narrative analysis, ethnography)
- **Thursday 24 October 2019, 11.00am-5.00pm in CLC 1.09**  
From initial-analysis to interpretation (including: review of examples of written up analysis/interpretations; theorising vs theory-creation; 'quality' in our analysis; issues such as analysing for silences and absences)
- **Thursday 7 November 2019, 10.00am-4.00pm in CLC 1.09**  
Identifying your contributions, and writing-up (including: identifying your audiences and types of contribution; balancing description, analysis and interpretation; exercises on 'telling the story' in short abstracts; and topics you have requested in earlier seminars)