Thematic Analysis and Advanced Coding for Qualitative Data Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Thematic Analysis and Advanced Coding for Qualitative Data Training Course is designed to empower researchers, analysts, and professionals with the skills needed to extract rich insights from qualitative datasets. Through this course, participants will gain hands-on experience in thematic analysis, codebook development, advanced coding frameworks, and the use of qualitative data analysis (QDA) software like NVivo, ATLAS.ti, and MAXQDA. The training is suitable for both novice and experienced qualitative researchers seeking to master the art of rigorous qualitative data interpretation and theory-building.

This course emphasizes applied learning, interactive workshops, and real-world case studies to help learners navigate the complexities of coding interviews, focus group discussions, open-ended survey responses, and field notes. With increasing demand for data-driven decision-making, this course addresses current industry and academic trends such as machine-assisted qualitative analysis, mixed methods integration, and automated coding reliability techniques, providing participants with future-ready qualitative research skills.

Programme Curriculum

Thematic Analysis and Advanced Coding for Qualitative Data Training Course

Introduction

Thematic Analysis and Advanced Coding for Qualitative Data Training Course is designed to empower researchers, analysts, and professionals with the skills needed to extract rich insights from qualitative datasets. Through this course, participants will gain hands-on experience in thematic analysis, codebook development, advanced coding frameworks, and the use of qualitative data analysis (QDA) software like NVivo, ATLAS.ti, and MAXQDA. The training is suitable for both novice and experienced qualitative researchers seeking to master the art of rigorous qualitative data interpretation and theory-building.

This course emphasizes applied learning, interactive workshops, and real-world case studies to help learners navigate the complexities of coding interviews, focus group discussions, open-ended survey responses, and field notes. With increasing demand for data-driven decision-making, this course addresses current industry and academic trends such as machine-assisted qualitative analysis, mixed methods integration, and automated coding reliability techniques, providing participants with future-ready qualitative research skills.

Course Objectives

By the end of the training, participants will be able to:

1. Define and apply thematic analysis in qualitative research.
2. Develop and manage codebooks for structured qualitative analysis.
3. Utilize advanced manual and software-assisted coding techniques.
4. Apply grounded theory and inductive/deductive frameworks.
5. Evaluate intercoder reliability and resolve coding discrepancies.
6. Implement QDA tools like NVivo, MAXQDA, and ATLAS.ti efficiently.
7. Conduct mixed-methods integration with qualitative coding output.
8. Create visual reports and thematic maps from coded data.
9. Understand ethical considerations in coding qualitative data.
10. Analyze longitudinal qualitative data using advanced techniques.
11. Use AI-enhanced tools for thematic extraction and auto-coding.
12. Translate thematic findings into actionable insights and reports.
13. Build publication-ready qualitative research outputs.

Target Audiences

1. Academic researchers in social sciences and humanities
2. Program evaluators and monitoring specialists
3. Public health and healthcare analysts
4. NGO project officers and development professionals
5. Market and user experience researchers
6. Graduate students conducting qualitative dissertations
7. Policy researchers and education analysts
8. Journalists and media analysts working with qualitative data

Course Duration: 5 days

Course Modules

Module 1: Introduction to Thematic Analysis

- Definition and principles of thematic analysis
- Inductive vs. deductive coding approaches
- Role of researcher reflexivity and subjectivity
- Common pitfalls and how to avoid them
- Manual thematic analysis workflow
- **Case Study:** Thematic analysis of focus group transcripts in education

Module 2: Developing a Codebook

- Understanding open, axial, and selective coding
- Creating a robust and adaptable codebook
- Operationalizing codes and defining categories
- Testing and revising codes iteratively
- Coding consistency across team members

- **Case Study:** Codebook development for community health interviews

Module 3: Software-Assisted Qualitative Analysis (NVivo, MAXQDA, ATLAS.ti)

- Introduction to top QDA tools
- Importing, organizing, and coding data
- Linking codes to data excerpts and memos
- Query functions and code retrieval
- Data visualization and code frequency mapping
- **Case Study:** NVivo analysis of NGO project reports

Module 4: Advanced Coding Techniques

- Hierarchical coding and nested themes
- Using in-vivo codes and theoretical codes
- Auto-coding and pattern recognition
- Managing large qualitative datasets
- Analytical memoing and theory building
- **Case Study:** Axial coding of life history interviews

Module 5: Intercoder Reliability and Validation

- Importance of reliability in coding
- Techniques to assess intercoder agreement (e.g., Cohen's Kappa)
- Collaborative coding processes
- Consensus building in teams
- Documenting reliability metrics
- **Case Study:** Coding consistency in a multi-site ethnographic project

Module 6: Mixed Methods Integration

- Qual-quant integration strategies
- Joint display and data triangulation
- Embedding codes in statistical frameworks
- Integrating survey data with thematic codes
- Challenges and benefits of mixed methods
- **Case Study:** Merging interview themes with survey results in a policy study

Module 7: AI and Automation in Qualitative Coding

- AI-assisted thematic discovery tools
- Sentiment analysis and auto-tagging
- Natural language processing for qualitative data
- Ethical implications of machine coding
- Comparing human vs. AI-coded themes
- **Case Study:** Using AI tools for rapid analysis in public health research

Module 8: Reporting and Presenting Coded Data

- Transforming codes into themes and insights
- Writing qualitative findings for reports and papers
- Visualizing themes with models and matrices
- Using coded data in recommendations and strategies
- Best practices for publishing qualitative results
- **Case Study:** Thematic analysis write-up for a donor evaluation report

Training Methodology

- Hands-on coding labs using real-world data
- Live demonstrations of NVivo, MAXQDA, and ATLAS.ti
- Interactive group activities and collaborative analysis
- Peer review sessions for code validation
- Step-by-step coding practice with expert guidance
- Real-time feedback and assessment of learning outcomes

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com