Master of Research in Management Sciences (MRes)

**Academic Year:** 2008-2009  
**Module:** 3

**Course:** Thematic Analysis  
**Code:** 08CMR15154

**ECTS Credits:** 3  
**Credit Category:** Optional

**Faculty:** Robert Emmerling

**Description:**

The overall objective of the course is to help you learn to develop and use “codes” for the systematic observation and analysis of people, organizations, and social systems. “Codes” can be useful in conducting qualitative and/or quantitative research, as well as transforming qualitative information into quantitative data when desired or appropriate.

Thematic codes provide increased quality and insight with universal and post-modern, inductive and deductive, organic and formal approaches to research, inquiry, and scholarship. This is a research methods course intended to help you build or enhance your skills in these types of research.

**Objectives:**

The specific objectives are to help you:

- Understand the need for thematic analysis (TA), the inquiry opportunities offered by TA, its qualitative AND quantitative nature, its case study (i.e., sample of one) AND inferential applications;
- Practice in developing thematic codes (requires understanding various codes and potential codable material; practice in using thematic codes; a model of a useful thematic code; practice in developing thematic codes); and
- Build awareness of research design issues: sampling, reliability, etc..

The course will pursue this objective by helping you to develop or enhance four types of skills:

- The ability to sense themes, or patterns;
- The ability to apply coding systems (i.e., codes) in a reliable manner;
- The ability to develop a coding system; and
- The ability to design research studies for developing or using codes (e.g., selecting criteria, sampling of people, time, and/or events, etc.).
These skills will be addressed while working on three of the possible four sources of information typically used, which are:

- **Thought** (i.e., coding a person’s conscious and unconscious thought);
- **Behavior** (i.e., coding a person’s behavior from observations in real time or simulations, or coding from interviews);
- **Interaction** (i.e., coding interaction among people); and
- **Documents** (i.e., coding historical documents and written records such as memos, speeches, myths, ballads, etc.).

**Course Outline and Assignments:**

**Session 1**
- Learning to code (process) qualitative information
- Latent versus manifest content of dreams
- Problems of sampling and projection

*Assignment due for this class:*
- Read Boyatzis, *TA* book, chapters 1-3
- Complete the exercise on dream analysis in Chapter 1

**Session 2**
- Critical Incident Interviewing and other forms of data collection
- Introduction to the competency code

*Assignment due for this class:*
- Read Boyatzis *TA*, chapters 4 and 5

**Session 3**
- Learning to use an existing code reliably
- Coding Critical Incident Interviews using a competency code
- Detailed explanation of the assignments for next residency
- Assignment due for this class:
- Complete segments from the CD ROM Coder Training disks

**Session 4**
- Post the charts from each student and analyze common themes
- Develop refined themes for 1 or 2 themes
- Importance of reliability and consistency of judgment

**Session 5**
- Discuss refined themes
- Assignment due for this class:
- Sub groups take themes from the prior class discuss and develop refined codes. Place them on a flip chart and bring the chart to class.

**Session 6**
- Discuss themes and codes from class members
- Work on refinining 1-2 codes
Session 7

- Discuss refined codes
- Review and Summary

Assignment for this class:

- Sub groups prepare a refined code for the Most versus Least Admired Companies on a printed sheet and bring it to class.

Bibliography:

Required reading:


Recommended readings:

Dream and Myth Analysis


Emotional and Social Intelligence Competencies


**Qualitative Analysis of Thought**


**Qualitative Analysis of Interaction**


**Qualitative Analysis of Life Histories**


**Qualitative Analysis**

Methodology:

The skills (see Objectives) will be addressed while working on three of the possible four sources of information typically used, which are:

- **Thought** (i.e., coding a person’s conscious and unconscious thought);
- **Behavior** (i.e., coding a person’s behavior from observations in real time or simulations, or coding from interviews);
- **Interaction** (i.e., coding interaction among people); and
- **Documents** (i.e., coding historical documents and written records such as memos, speeches, myths, ballads, etc.).

Assessment:

Final Exam.

Timetable:

Monday 02/03/09 16 pm – 19 pm  
Tuesday 03/03/09 16 pm – 19 pm  
Wednesday 04/03/09 16 pm – 19 pm

Monday 16/03/09 16 pm – 19 pm  
Tuesday 17/03/09 16 pm – 19 pm  
Wednesday 18/03/09 16 pm – 19 pm  
Thursday 19/03/09 16 pm – 19 pm