



Marie-Hélène Paré
THE QUALITATIVE ANALYST

Seminar Outline Seeking Patterns in Qualitative Data

By Marie-Hélène Paré
[NVivo Certified Platinum Trainer](#)
mariehelenepare.com

Description

This seminar teaches you how to seek patterns in qualitative data once the coding phase is completed, so you can identify associations between themes, come up with propositions, make theoretical predictions or generating hypotheses. Of all phases of qualitative analysis, seeking patterns is the most overlooked phase of all by researchers. It is overwhelmingly absent in post-graduate training as well as in textbooks in qualitative research. This seminar, therefore, is of key relevance not only for the health of qualitative research in general, but specifically for the phase of qualitative analysis. You will learn to:

1. Define what patterns are in the context of qualitative research
2. Describe the role patterns play in qualitative analysis
3. Distinguish the forms patterns take and why raw data (quotes) are not patterns
4. Master the techniques for identifying associations and uncovering relationships in NVivo
5. Choose the right approach for seeking patterns inductively and deductively
6. Identify, in the ladder of abstraction, what the final outcome of your study should be.

The seminar blends lectures with hands-on exercises during which the concepts associated with seeking patterns are put into practice in NVivo. When the seminar is taught over one day, time is allocated for the participants to work on their own data; otherwise, when taught over half-day, sample data are provided to practice the concepts seen. Note that this seminar covers the generic techniques for seeking patterns and does not go into the specifics of how patterns are identified when conducting thematic analysis, grounded theory, content analysis, discourse analysis, etc. For such seminar, please see [here](#).

Prerequisite knowledge

This is an introductory seminar on seeking patterns during qualitative data analysis. Although no previous knowledge of qualitative analysis is required, participants should have some familiarity with qualitative research.

Software version

This is a bring-your-laptop seminar where we use NVivo 12 Pro for Windows / Mac. The NVivo 14-day free trial for Windows or Mac can be downloaded [here](#). You must ensure that NVivo works well on your machine regardless of the OS as no technical assistance will be provided before or during the seminar.

Schedule

The seminar topics breakdown is as follows:

1. Definition of patterns in the context of qualitative research
2. Description of the role patterns play and the forms they take
3. Differentiation of patterns from raw data, such as quotes
4. Presentation of induction, deduction and abduction as logic of scientific inquiry
5. Application of coding query, matrix coding query and intercoder reliability query in NVivo
6. Illustration of inductive and deductive analysis in NVivo
7. Guidance for choosing the right technique for seeking patterns in one's study
8. Identification, in the ladder of abstraction, of the final outcome one's study.

Readings

Literature on seeking patterns in scarce in qualitative scholarship. At best, it often takes the form of chapters in textbooks or chapter sections. The references below are those I surveyed and which I recommend. There is often overlaps between them, so consider the list below a choice of references.

Method books

Bazeley, P. (2013). *Qualitative Data Analysis: Practical strategies*. London: Sage.

- chapter 8: Describing, evolving, and theorising concepts
- chapter 9: Comparative analyses as a means of furthering analysis
- chapter 10: Relational analysis
- chapter 11 If...then...is it because? Developing explanatory models and theories.

Dey, I. (1993). *Qualitative Data Analysis: A User-Friendly Guide for Social Scientists*. London: Routledge.

- chapter 11: Linking data
- chapter 12: Making connections.

Gibson, W. J., & Brown, A. (2009). *Working with Qualitative Data*. London: Sage.

- chapter 8: Identifying themes, codes and hypotheses.

Harding, J. (2013). *Qualitative Data Analysis: From start to Finish*. London: Sage.

- chapter 6. Identifying conceptual themes and building theory.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook* (2nd ed.). Thousand Oaks: Sage.

- chapter 10: Making Good Sense: Drawing and Verifying Conclusions.

NVivo book

Bazeley, P., & Jackson, K. (2019). *Qualitative Data Analysis with NVivo* (3rd ed.). London: Sage.

- Chapter 7: Querying data

About Marie-Hélène Paré

Marie-Hélène teaches qualitative research methods at the [Open University of Catalonia](#) (UOC) and is a freelance methodologist in qualitative data analysis. She was educated in Quebec, Beirut and Oxford where she read social work. A clinician by training, she worked as a mental health officer in humanitarian missions with MSF, MDM and UNWRA in psychosocial assistance programs with survivors of war trauma in East Africa and the Middle East. Her expertise in the field led her to examine, in her doctoral thesis, the harm that INGOs can do in the name of doing good when imposing Western paradigms in culturally and politically different contexts. She is an [NVivo Certified Platinum Trainer](#) by QSR International and is part of the NVivo training team that teaches the [NVivo online courses](#).

Marie-Hélène is a sought-after methodologist, having taught seminars and courses in qualitative data analysis in more than forty universities and research centres worldwide, including universities in Qatar and Iran. Since 2009, she teaches the [introductory](#) and [advanced](#) courses in qualitative data analysis at the [ECPR Winter and Summer School](#) in Germany and Hungary, at the [IPSA-NUS Summer School](#) in Singapore and the [FLAMES](#) Summer School in Belgium. Her methodological interests span from advances in qualitative data analysis, qualitative systematic reviews, postcolonial epistemology and participatory methodologies.

More on Marie-Hélène at www.mariehelenepare.com.

