



**SRI.C.ACHUTHA MENON GOVT. COLLEGE,  
THRISSUR**

Research and Post Graduate Department of Psychology

**INTERNATIONAL WORKSHOP ON  
ADVANCED QUALITATIVE DATA AND  
ANALYSIS**



2024 August 22 & 23

Resource person



**Dr. Johnson Jament**

Visiting Research Fellow, School of Global Studies  
Faculty of Anthropology  
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# International Workshop on "Advanced Qualitative Data and Analysis"

Department of Psychology, Sri C Achutha Menon Government College, Thrissur

**Venue:** Seminar Hall, Science Block

**Dates:** 22.08.2024 and 23.08.2024

**Resource Person:** Dr. Johnson Jament

**Total Number of Participants:** 42

**Day 1**  
**22-08-2024**

## Session 1: Inaugural Session: ( 9.30 AM – 10.00 AM)

The two-day workshop on "Qualitative Data and Analysis" commenced on 22nd August 2024 at the Seminar Hall, Science Block, Sri C Achutha Menon Government College, Thrissur. The session began with an introductory address by the anchor, Ms. Akhila U, a postgraduate student from the Department of Psychology.



Dr. Sujisha TG, Head of the Department of Psychology, extended a warm welcome to the participants, emphasizing the significance of qualitative research in the field of psychology and the relevance of the workshop in enhancing research skills. Following the welcome speech, Dr. ManojKumar PS, Principal of the college, delivered the inaugural address. He highlighted the importance of such workshops in fostering academic growth and encouraged participants to actively engage with the sessions to gain valuable insights.



Ms. Nimisha P., research scholar from the Department of Psychology, then introduced the resource person, Dr. Johnson Jament, to the gathering. She provided an overview of his expertise and contributions to the field, setting the stage for the upcoming sessions. The

inaugural session set a positive tone for the workshop, creating an atmosphere of learning and collaboration.

## Session 2: Recap and Introduction to Case Study (10.00 AM to 11.30)

The second session of the workshop began with Dr. Johnson Jament providing a brief recap of the previous workshop on qualitative research. This recap helped to align all participants with key concepts and set the stage for new discussions.



Dr. Jament then introduced the foundational philosophical approaches in qualitative research, focusing on **Positivism** and **Interpretivism**. He explained how these perspectives guide researchers in understanding and interpreting data within the framework of qualitative research. The session also covered **purposive sampling**, a technique that involves selecting participants who are most relevant to the research objectives.



Following this, Dr. Jament introduced the **Case Study** method as a valuable approach in qualitative research. He highlighted its utility in exploring complex issues through detailed, real-life examples. To put this into practice, participants were divided into eight groups, where they were tasked with discussing a case from their own experiences. This group activity encouraged participants to apply case study principles, fostering collaborative learning and deeper engagement with the research method.

## Session 3: Exploration of Case Study Methods (11.30 AM to 12.45 PM)

In the third session, Dr. Johnson Jament focused on providing participants with a deeper understanding of the **Case Study** method by presenting well-known examples across various disciplines. He discussed case studies conducted by influential figures such as **Sigmund**



**Freud, Jean Piaget, and Jane Goodall**, highlighting how these studies contributed significantly to psychology and anthropology. Dr. Jament also provided examples from other fields like economics, sociology, and business, demonstrating the versatility and impact of the case study method in different research contexts.



Dr. Jament then addressed the limitations of case studies, particularly the **inappropriateness of generalizability**. He emphasized that while case studies offer rich, in-depth insights, their findings are often specific to the context studied and may not be applicable to broader populations or settings.

To apply these concepts practically, participants were divided into seven groups. Each group was tasked with developing a research question for a potential case study. They were then expected to propose methods for gathering data that would help answer their research objectives. This exercise encouraged participants to think critically about the design and execution of case studies, enhancing their practical research skills.

#### **Session 4: Deep Dive into Case Study Methodology (1.30 PM to 3.15 PM)**

In the fourth session, Dr. Johnson Jament provided an in-depth exploration of the **Case Study** methodology, focusing on the critical components and processes involved. He began by discussing the **details and structure of a case study**, emphasizing the importance of a systematic approach to ensure thorough and credible research.



The session covered the **process of conducting a case study**, which includes defining the research question, selecting the case, collecting and analyzing data, and reporting findings. Dr. Jament also introduced the various **types of case studies**, such as exploratory, descriptive, explanatory, and intrinsic, illustrating how each type serves different research purposes. Further, the concept of the **unit of data** in a case study was discussed, highlighting

the specific elements or aspects within a case that are examined to gather relevant information. Dr. Jament clarified what **constitutes a case**, explaining that it could be an individual, a group, an organization, or even an event, depending on the research focus.

This session provided participants with a comprehensive understanding of the intricacies of case study research, equipping them with the knowledge needed to design and conduct effective case studies.

### Session 5: Case Study Process and Data Analysis: 3.30 PM to 5.00 PM

In the fifth session, Dr. Johnson Jament continued to elaborate on the **process of conducting a case study**, providing participants with a step-by-step guide. He outlined the key stages, beginning with the formulation of the **research question**, which serves as the foundation for the entire study. This was followed by a discussion on developing **propositions**—statements that guide the study by suggesting possible outcomes or relationships.

Dr. Jament then discussed the importance of defining the **unit of analysis**, which identifies what the case will focus on, such as an individual, group, or organization. He explained how data should be **linked to propositions** through systematic collection and analysis, ensuring that the research stays aligned with its objectives.



The session also covered the **interpretation of data**, emphasizing the need to identify both **commonalities** and **exceptionalities** within the case. Dr. Jament discussed the importance of **triangulation and verification** in enhancing the credibility and validity of the findings, ensuring that multiple sources of evidence are used to corroborate results.

In the context of **case study data analysis**, Dr. Jament explained the importance of preparing a **study database**—a structured collection of all the data gathered during the research process. This database is crucial for organizing and retrieving information during analysis.

To provide a practical example, Dr. Jament presented a sample of data collected in a real case study. This example helped participants understand how raw data is compiled, organized, and eventually analyzed to draw meaningful conclusions.

**Day 2**  
**23-08-2024**

**Session 6: Data Analysis in Case Study Research (9.30 AM to 11.00 AM)**

The second day of the workshop began with a focused session on **data analysis within case study research**. Dr. Johnson Jament guided participants through the intricate process of analyzing data in case studies, emphasizing the importance of systematically examining and interpreting the collected information to draw meaningful insights.



The session featured a **demonstration of an existing dataset**, where Dr. Jament walked participants through the various stages of analysis. He illustrated how to identify patterns and themes within the data and demonstrated the application of different analytical techniques used to distil complex data into understandable findings.

A key focus of this session was on the **process of the emergence of meaning from case study data**. Dr. Jament explained how researchers move from raw data to developing a coherent narrative that answers the research questions. This process involves identifying significant patterns, making sense of contradictions, and understanding the context in which the data was gathered. The demonstration provided a clear example of how meanings are constructed from data, showcasing the dynamic and iterative nature of qualitative analysis in case studies.

**Session 7: Introduction to Ethnography**

The seventh session of the workshop, held from 11:15 AM to 12:45 PM, focused on **Ethnography** as a qualitative research method. Dr. Johnson Jament introduced ethnography, discussing when it is most appropriate to use this model in research. He explained that ethnography is particularly useful when the goal is to understand cultural phenomena, social practices, and behaviors within a specific context by immersing oneself in the natural setting of the participants.



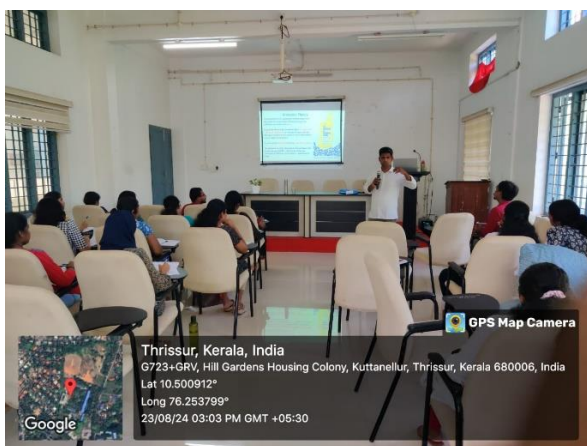


Dr. Jament outlined the **process of conducting ethnographic research**, which involves extended observation and participation in the environment being studied. He highlighted the importance of building rapport with participants, maintaining reflexivity, and carefully documenting observations and interactions. The session also explored the **application of ethnography in psychology**, where it can be used to gain a deep understanding of group dynamics, cultural influences on behavior, and social interactions. Dr. Jament discussed the specific steps involved in the ethnographic process, from selecting a site and gaining entry to collecting data through participant observation and interviews.

Finally, Dr. Jament covered **data analysis in ethnography**, emphasizing the need to identify recurring patterns and themes within the observational data. He demonstrated how to interpret cultural meanings and social interactions to construct a comprehensive understanding of the studied phenomenon.

### Session 8: Grounded Theory and Its Application

The eighth session of the workshop, held from 2:00 PM to 3:45 PM, introduced participants to **Grounded Theory**, a qualitative research methodology designed to develop theories grounded in data systematically gathered and analyzed. Dr. Johnson Jament provided an overview of the stages involved in grounded theory, highlighting its iterative nature and emphasis on theory generation directly from empirical data.



Dr. Jament detailed the **coding process** as a fundamental component of grounded theory, explaining three key types of coding: **open coding**, **axial coding**, and **selective coding**. During **open coding**, data is broken down into discrete parts, closely examined, and compared for similarities and differences. This stage allows researchers to identify initial categories and concepts emerging from the data. In **axial coding**, these categories are related to their subcategories to form more precise and complete explanations of the phenomena.

**Selective coding** involves integrating and refining these categories to construct a coherent theory. The session also covered the use of **memos**—analytical notes that capture the researcher’s thoughts, reflections, and insights throughout the research process. Dr. Jament emphasized how memos help track the evolution of ideas and support the development of a grounded theory.

Finally, the process of **generating theory** was discussed. Dr. Jament demonstrated how the insights and patterns identified through coding are synthesized into a theoretical framework that explains the underlying processes or structures within the data. This session provided participants with a thorough understanding of grounded theory’s systematic approach to developing robust, data-driven theories.

### Session 9: Valedictory Session

The workshop concluded with a **Valedictory Session** anchored by Akhila U, a postgraduate student in the Department of Psychology. The session began with a welcome address by Soumya Mohan C, who expressed gratitude to all participants and organizers for their involvement and dedication throughout the workshop.



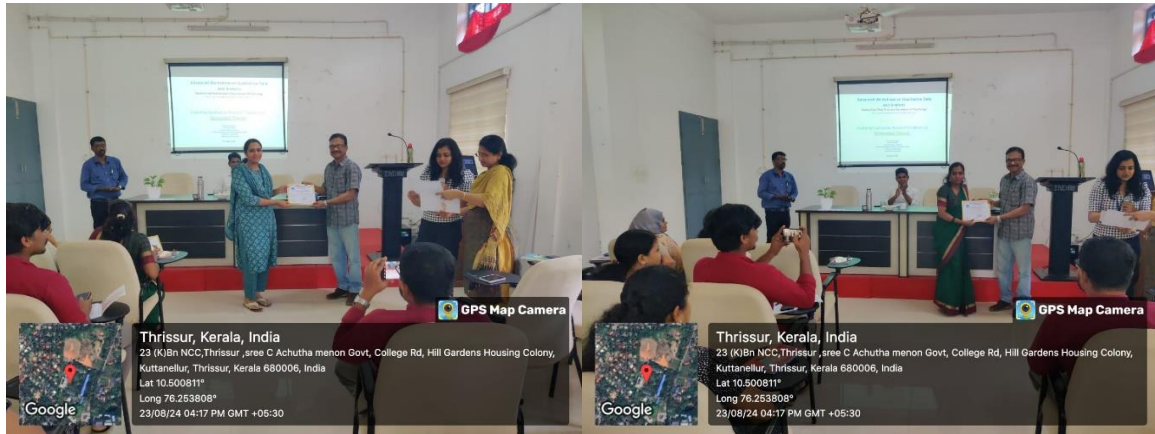
The session featured **feedback from four participants** who shared their experiences and insights gained from the two-day workshop. They thanked the Department of Psychology for organizing such an enriching event and extended their gratitude to the resource person, Dr. Johnson Jament, for his valuable contributions and guidance.



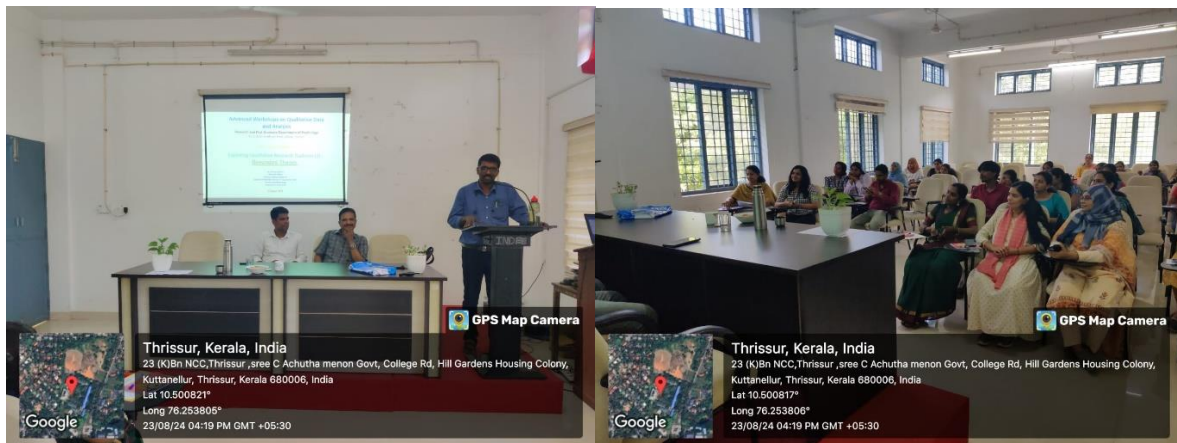
The **Valedictory Session** was formally inaugurated by Mr. **Vijayan PK, Vice Principal of Sri C Achutha Menon Government College, Thrissur**. In his address, he



commended the efforts of the organizers and participants, emphasizing the importance of such workshops in enhancing academic and professional competencies.



Following the inauguration, **certificates were distributed** to all participants by Vice Principal Mr. Vijayan PK, recognizing their active participation and engagement throughout the workshop.



The session concluded with a **vote of thanks** delivered by **Dr. Mahesh MM, Assistant Professor of Psychology** and the Workshop Coordinator. He expressed heartfelt appreciation to everyone involved in making the workshop a success, including the organizing committee, the resource person, and the participants. Dr. Mahesh emphasized the significance of the knowledge shared and encouraged participants to apply the insights gained in their future research endeavours.



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