

質的データを理解するための主題分析入門

Making Sense of Qualitative Data: An Introduction to Thematic Analysis

Workshop organised by the Sustainable Economy Research Group (SERG) at the Graduate School of Advanced Integrated Studies in Human Survivability (GSAIS), Kyoto University

Date and time: 9.07.2025 (Wed.) 16:45 – 18:15

Place: room 113 in the Higashi Ichijo Building of Kyoto University

Access: <https://maps.app.goo.gl/g7GPbRa2qzNHs5iM8>

Description:

This workshop offers a beginner-friendly introduction to thematic analysis, one of the most widely used methods in qualitative research. Participants will explore how to code data, identify categories and develop themes using Braun & Clarke's widely adopted framework.

We will also touch on software tools for analysis, the role of AI in qualitative analysis and how researchers can navigate these technologies. The workshop aims to help participants form a clear understanding of the thematic analysis process and feel more confident when applying it in their own research.

No prior experience is required!

Tentative Workshop Outline

Part I: Presentation by Krinah Jani (3rd year PhD student at GSAIS)

1. What is Thematic Analysis?

- Definition, purpose and significance of thematic analysis
- Types of thematic analysis (brief mention)

2. Steps for Conducting Thematic Analysis (Braun & Clarke's Six Phases)

- Familiarization with the data
- Generating initial codes

- Searching for themes
- Reviewing themes
- Defining and naming themes
- Writing up the analysis

3. Tools and Software for TA

- Manual coding vs digital tools (e.g., Atlas.ti, NVivo, MAXQDA)

4. AI and Thematic Analysis

- Opportunities and limitations of AI-assisted coding
- Ethical concerns and interpretive depth

5. Q&A

Part II: Group Activity and Discussion

1. Interactive Group Activity

- a. Hands-on coding of a short text (in pairs or groups)
- b. Sharing insights and reflections on theme development

2. Q&A and Discussion