

# ECON 4001 ADVANCED ANALYSIS AND INTERPRETATION

**Credit Points** 10

**Coordinator** Suzan Burton ([https://directory.westernsydney.edu.au/search/name/Suzan Burton/](https://directory.westernsydney.edu.au/search/name/Suzan%20Burton/))

**Description** Building on the introduction to the analysis of qualitative data presented in the core unit Research Design 1: Theories of Enquiry this unit, Advanced Analysis and Interpretation, will provide candidates with the techniques necessary to use, analyse and interpret qualitative data in business research. Presented as a series of seminar-workshops, candidates consider the theories that underpin the employed analytical methods, and then move to employ introduced qualitative software tools to analyse and interpret research data.

**School** Business

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 4 subject

**Co-requisite(s)** HUMN 4009

**Restrictions** Students must be enrolled in program 8083 Bachelor of Research Studies/Master of Research.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Describe a range of possible research methodologies used to analyse and interpret qualitative business data.
2. Outline the theoretical basis for the methods of analysis they employ in research.
3. Employ a range of software tools for qualitative data analysis.
4. Critique researchers' data analysis and interpretation methods.
5. Plan and undertake the analysis of qualitative business data.
6. Defend their methodological choices in a research proposal.
7. Demonstrate proficiency in citing and referencing a variety of sources.

## Subject Content

Effective qualitative analysis is an increasingly important issue in business research. While there has been growth of interest in the area, quality reporting remains low, largely due to lack of training as to how to analyse and communicate qualitative data. This subject will present a series of seminars/workshops on current and emerging qualitative analysis techniques to fill this gap. The seminars will consider the methods of qualitative analysis and the theories that underpin them. They will give an overview of the methods employed in business disciplines and attention will be given as to how to choose the best methods for analysing different qualitative data types. The nature and application of specific techniques and combinations of techniques will be covered in greater detail and hands-on analysis opportunities will give insights into effective analysis and its subsequent reporting. The seminars/workshops will highlight the use of two data analysis packages: NVIVO and Leximancer. NVIVO is a qualitative data analysis computer software package produced and designed for working with

very rich text-based and/or multimedia information, where deep levels of analysis on small or large volumes of data is required. Leximancer is a qualitative software analysis package that allows researchers to get text data automatically coded and analysed (rather than the analyst creating and inserting codes). This subject introduces these programs, their basic functions, and presents examples of exemplary original research that have used the programs, in order to give a sense of their possibilities and to highlight how research students might employ them in their own research.

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Critical Review	1,000 words	20	N	Individual
Report	1,500 words equivalent	40	N	Individual
Essay	1,500 words	40	N	Individual

Teaching Periods

## 2022 Semester 2

**Parramatta City - Macquarie St**

**Day**

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=ECON4001\\_22-2H\\_PC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=ECON4001_22-2H_PC_D#subjects))