



## FURTHER EDUCATION | WORKSHOP

# Qualitative Content Analysis with AI Support

## Methodological Integration & Application of LLMs and AI Tools

- Instructor:** Thorsten Pehl, audiotranskription
- Date & Time:** Monday, December 01, 2025, 09.00 a.m. to 04.30 p.m. (s.t.)
- Place:** BAGSS, Feldkirchenstraße 21, 96050 Bamberg, Room FG1/00.06
- Registration:** To register, please send an email to [courses.bagss@uni-bamberg.de](mailto:courses.bagss@uni-bamberg.de) by Monday, November 10, 2025. Registration is mandatory. The number of participants is limited to 20.

### Short Outline

Qualitative Content Analysis is an established method for systematic analysis of text-based data. Simultaneously artificial intelligence, especially large language modeling and integrated AI-tools in QDA-software, provides new opportunities – and challenges – for the analysis process. How can we use these tools efficiently without putting the methodological stringency and the interpretive sovereignty of scientists at risk?

This workshop establishes a connection between classic qualitative content analysis (esp. see Kuckartz/Rädiker) and current developments in AI. The aim is to provide strategies for reflecting on AI tools from a methodological perspective and for efficiently implementing them in Qualitative Content Analysis.

#### Topics covered:

- Fundamental principles of Qualitative Content Analysis
- Application scenarios: LLM-Browsers vs. AI-Tools (e.g. Tailwind and QInsights)
- Hands-on integration in the process steps of QCA
- AI to support the exploratory phase and initial material inspection
- AI as a “sparrings partner” in inductive category building and deductive application form categorical systems. AI for summaries von material within categories. Strategies for validation and critical assessment of AI-generated results
- Methodological reflection and pitfalls: Discussion about bias and data protection. Securing the traceability and agency of scientists.



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After the workshop, participants will be able to assess where the use of AI tools can be useful in QIA. They will be familiar with specific application examples for LLM's and/or CAQDAS AI functions and will be able to test and use these tools critically and reflectively in their own research practice, taking methodological and ethical aspects into account.

The workshop emphasizes practical exercises and methodological embedding.

The workshop mainly aims at doctoral and postdoctoral members of BAGSS. In case of any vacant places, it is open to anyone interested.

### Prerequisites

- Basic knowledge of qualitative research methods and principles

### About the Trainer

Thorsten Pehl has been an expert in qualitative research for over 25 years and is managing partner of audiotranskription. He developed the widely used f4 software for qualitative research.

In the field of method development, he has been actively involved in the further development of transcription standards for the past 20 years and participates in methodological discourse through conference contributions and publications. A focus of his current work is the methodological integration of AI (LLMs) into qualitative data analysis, for which he has recently developed and published the 'hybrid interpretation' approach.