

# Workshop: AI in Qualitative Methods

May 28<sup>th</sup>, 2024

**Keynote speaker:** [Dr. Susanne Friese](#), Founding director of QeLudra, Senior Research Associate at Max Planck institute, Göttingen

**Talk:** "Advancing Qualitative Methods with AI: Potential, Challenges, and Ethical Implications"

**Abstract:** In this presentation, the use of generative AI technologies in qualitative data analysis will be explored. Starting with an introduction to the workflow of qualitative analysis via AI, the diverse possibilities and potentials of this technology will be presented. A central focus will be on ethical aspects, including data security and privacy. Additionally, the presentation will address and aim to minimize challenges such as biases and hallucinations. It offers practical insights and strategies to ensure a responsible conduct of qualitative data analysis using AI, discussing the impact of these technologies on future research landscapes.