

**QUALITY MEASURES FOR  
QUALITATIVE RESEARCH: WHAT  
REALLY MATTERS AND WHY?**

**Dr. Virginia (Ginny) Braun**

*Professor in the School of Psychology at  
Waipapa Taumata Rau The University of  
Auckland, Aotearoa New Zealand,  
Ahureil Fellow of Te Apārangi The Royal  
Society of New Zealand*



A feminist and critical health psychologist, Ginny teaches around gender, sex and sexuality, and critical health psychology topics, and researches a wide range of gender, sexuality and health topics.

Ginny is most widely known as a qualitative methodological scholar, not least for the development of an approach to thematic analysis – reflexive thematic analysis – (with AP Victoria Clarke, and others). Award winning books with Victoria Clarke are *Successful Qualitative Research: A Practical Guide for Beginners* (Sage, 2013) – translated into Hindi and Marathi – and *Thematic Analysis: A Practical Guide* (Sage, 2022). They also edited (with Debra Gray) *Collecting Qualitative Data: A Practical Guide to Textual, Media and Virtual Techniques* (Cambridge, 2017) – translated into (Brazilian) Portuguese. They have developed websites for both thematic analysis ([www.thematicanalysis.net](http://www.thematicanalysis.net)) and qualitative story completion ([www.storycompletion.net](http://www.storycompletion.net)).



**6 NOV**  
5:30pm -  
8:00pm

**LOCATION**  
UNBC  
Canfor Theatre



Join us in person in the Canfor Theatre, or online. For webinar information, please scan the QR code.

\*Refreshments and networking at 5:30pm, with the presentation starting at 6:00pm.

\*If you would like to bring any of your books. Dr. Braun will be available for signing after the presentation.

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