



24 JUL, 2026

Experts guide MPI students in qualitative interviewing, data analysis

Borneo Post (Kuching), Malaysia



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SIBU: Some 20 students from the Methodist Pilley Institute's (MPI) Bachelor of Early Childhood Education programme enhanced their practical skills in qualitative interviewing and data analysis during a seminar held recently.

Organised by MPI's Early Childhood Education Department, the seminar featured Universiti Malaysia Sabah senior lecturer Dr Daron Benjamin Loo and Universiti Malaysia Sarawak professor Dr Ting Su Hie, who shared their expertise on qualitative research methods.

Highlighting the importance of active listening, Loo encouraged participants to pay close attention to respondents' answers and use their responses

as prompts for deeper exploration.

He also introduced the fundamental principles of conducting effective qualitative interviews.

Participants observed a live interview demonstration in which Loo interviewed MPI Bachelor of Early Childhood Education programme head Doreen Ting on the topic of inclusive multilingualism.

The session showcased practical techniques for building rapport, asking probing questions, and encouraging participants to reflect on past experiences to generate richer and more meaningful qualitative data.

Meanwhile, Ting introduced

participants to both inductive and deductive thematic analysis of qualitative data, covering interview transcripts as well as news and social media content.

She also demonstrated how journal articles can be systematically analysed to identify persuasive strategies commonly used in marketing materials, speeches and public service announcements.

MPI said its Bachelor of Early Childhood Education programme remains committed to nurturing future educators capable of contributing to evidence-based practices and innovations in early childhood education through engagements with distinguished scholars and hands-on learning opportunities.



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SUMMARIES

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