Philip Adu, PhD

Qualitative Research Methodology · AI-Augmented Research · Author & Educator

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PROFESSIONAL PROFILE

Qualitative methodology expert, author, consultant, and educator specializing in research design, data analysis, and ethical AI integration in research. Founder of the Center for Research Methods Consulting (CRMC), providing global training, methodology support, AI-assisted research consulting, and qualitative data analysis strategies to universities, research organizations, and graduate students. Author of A Step-by-Step Guide to Qualitative Data Coding (Routledge) and co-author of The Theoretical Framework in Phenomenological Research and Dissertation Research Methods: A Step-by-Step Guide (Routledge).

CORE COMPETENCIES

Research Methods

- Qualitative & Mixed Methods Research Design
- Phenomenology, Grounded Theory, Content & Thematic Analysis
- Dissertation & Thesis Supervision
- Program Evaluation & Assessment

AI & Technology

- AI-Augmented Research Methodologies
- Ethical AI Integration (STRESS Framework™)
- NVivo · ATLAS.ti · MAXQDA · Dedoose
- Julius AI · ChatGPT · Gemini · Claude

Teaching & Development

- Faculty Development & Training
- Curriculum Design & Development
- Student-Centered Pedagogy
- Cross-Cultural Research

Tools & Platforms

- SPSS · Excel for Framework Analysis
- Canvas · Blackboard (LMS)
- Microsoft Office Suite
- Educational Technology Integration

STRESS FRAMEWORK™ — AI ETHICS IN QUALITATIVE RESEARCH

Developed by Dr. Adu to promote ethical and transparent AI use in research:

S	Sensitivity — participant dignity & cultural nuance	T	Transparency — disclose AI use & document steps	R	Responsibility — validate AI via researcher expertise

E	Ethics — avoid delegating interpretation to AI	**S**	Skepticism — question AI outputs & verify credibility	**S**	Security — confidentiality, data safety & privacy

AI + RESEARCH CONSULTING SERVICES

- Ethical AI integration for qualitative research
- AI-assisted coding, theme development, and memo support
- Mixed methods design with AI augmentation
- Dissertation research design (qualitative, quantitative, mixed methods)
- NVivo, ATLAS.ti, Dedoose, Julius AI, ChatGPT, Gemini, Claude, MAXQDA + AI workflow development
- Phenomenological and grounded theory guidance
- Academic program consultation & faculty training
- Usability testing and evaluation

RECENT AI WORKSHOPS & TRAININGS

Workshop Title	Organization
NVivo + ChatGPT: Ethical and Strategic AI for Qualitative Researchers	Lumivero
Leveraging AI & NVivo for Qualitative Analysis	CRMC
Ethical AI in Qualitative Research: The STRESS Framework	CRMC
AI for Program Evaluation and Mixed Methods	Various Organizations
Using Gemini, Claude & ChatGPT for Qualitative Data Analysis	CRMC
AI Agents for Dissertation Support & Pilot Studies	CRMC
AI-Augmented Phenomenology & Grounded Theory	CRMC
Faculty Development: The Ins and Outs of Qualitative Research	Rocky Vista University (2022)
Qualitative Data Coding	8th International Eurasia Educational Research Congress, Turkey (2021)

ACADEMIC & PROFESSIONAL EXPERIENCE

Contributing Faculty — Doctoral Committee Methodologist July 2022 – February 2024

Walden University | Richard W. Riley College of Education and Human Sciences

- Served as methodologist on dissertation committees
- Provided methodology-related support to doctoral students
- Reviewed dissertation documents and provided supportive feedback
- Helped students conduct rigorous studies

Founder & Methodology Expert October 2021 – Present

Center for Research Methods Consulting, LLC (CRMC)

- Provide research methodology services/consultations to researchers, practitioners, faculty, and students
- Deliver AI-enhanced qualitative training to universities and researchers globally
- Develop innovative AI-augmented research methodologies
- Train researchers in ethical AI integration

Member — LinkedIn Creator Accelerator Program January – March 2022

LinkedIn

- Selected as one of 100 global content creators
- Created engaging content to build knowledge and community
- Promoted research mindset and engaged 6,000+ followers

Methodology Expert · Associate Professor (Adjunct) · Program Lead October 2013 – September 2021

The Chicago School of Professional Psychology

- Assessed students' methodology needs and provided detailed feedback on thesis/dissertation work
- Delivered student-centered methodology consultation to master's and doctoral students
- Taught doctoral and master's students research method courses (International Psychology Program, Oct 2019–Sep 2021)
- Led Ed.D Educational Psychology and Technology Program: supervised course development and student recruitment (Aug 2013–Jun 2015)
- Chaired 10 International Psychology doctoral dissertations as Dissertation Affiliate Faculty (May 2012–2018)

Adjunct Professor of Educational Psychology January – May 2012

West Virginia University

- Taught EDP 618: Mixing Research Methodologies (online graduate course)

Graduate Assistant August 2008 – May 2011

West Virginia University

- Quality Rating & Improvement (2010–11): Supervised data entry personnel; analyzed childcare data from 50+ counties; generated reports for WV Dept. of Health and Human Resources
- Engineers of Tomorrow – NSF Funded Project (2008–10): Evaluated TIME Kits and Summer Experience Program; conducted data analysis using SPSS
- Co-Instructor, Statistical Methods 1 & 2 (Aug 2009–May 2010): Planned and delivered course content; graded assignments with detailed feedback

Faculty Advisor June – August 2008

Congressional Youth Leadership Council (CYLC) — Global Young Leaders Conference

- Facilitated educational curriculum for international high school students
- Focused on global issues and cross-cultural communication

Program Coordinator July 2004 – July 2006

Students and Youth Travel Organization (SYTO)

- Supervised staff in recruiting university students for Students Work Abroad Program
- Organized orientation sessions for international volunteers

EDUCATION

2011 — **PhD, Education — Interdisciplinary**
West Virginia University, Morgantown, WV
Major: Learning, Instructional Design & Technology | Educational Leadership & Policy | Curriculum, Literacy & Cultural Studies Dissertation: Conceptualizing doctoral advising from professors' and doctoral students' perspectives using concept mapping (Advisor: Reagan Curtis, PhD) Dissertation Fellowship, Fall 2011

2008 — **M.A., Development Studies**
Ohio University, Athens, OH
Capstone: Upgrading slum dwellers at Old Fadama in Accra

2004 — **B.A., Psychology**
University of Ghana, Accra, Ghana
Thesis: Students' Attitude towards Public Speaking

PUBLICATIONS

Books

Adu, P. (2026). A step-by-step guide to qualitative data coding (2nd ed.). Routledge.

Miles, D. A., Adu, P., et al. (Eds.) (2026). Confessions of a PhD: Real stories from doctoral students (Vol. 2). Routledge.

Miles, D. A., & Adu, P. (2023). Dissertation research methods: A step-by-step guide to writing up your research in the social sciences. Routledge.

Larsen, H. G., & Adu, P. (2021). The theoretical framework in phenomenological research: Development and application. Routledge.

Adu, P. (2019). A step-by-step guide to qualitative data coding. Routledge.

Peer-Reviewed Journal Articles

Glazek, K. J., Adu, P., & McFeeters, B. B. (2018). Development and preliminary evaluation of a doctoral dissertation support center. Training and Education in Professional Psychology, 12(3), 163–173.

Masson, T., DeWalt, A., & Adu, P. (2017). A guide to developing sustainable global health projects. In Why Global Health Matters: How to (Actually) Make the World a Better Place (pp. 611–640). Chris E. Stout.

Rabas, A., Delic-Ovcina, L., Hardy, L., Pecanha, V. C., Adu, P., Masson, T., & Grimm, M. (2015). Ethnic identity, other-group orientation, and comfort with sharing one's ethnicity in an online graduate learning environment. Journal of Online Doctoral Education, 2(1), 21–37.

Curtis, R., Winn, G., Hensel, R., Adu, P., & Kher, N. (2011). Recruiting Appalachian girls to STEM educational and career paths. In Maddux, C.D., Gibson, D. & Dodge, B. (Eds.), Research Highlights in Technology and Teacher Education 2011. Chesapeake, VA: SITE.

Technical Reports

Warash, B., Curtis, R., Ahern, T., et al. (2011). Quality rating and improvement for West Virginia childcare. Final report, WV Dept. of Health and Human Resources.

Adu, P. & Curtis, R. (2010). Usability of My Next Horizon social networking site and its effect on users' interest in STEM. Report for the Edventure Group.

Blog

Adu, P. K. (2016, February 1). Perfecting the art of qualitative coding. QSR International Blog.

SELECTED PRESENTATIONS

- Adu, P. (2021, July). Qualitative Data Coding. Workshop at the 8th International Eurasia Educational Research Congress, Aksaray University, Turkey.
- Adu, P. (2020, January). Understanding the Applications, Strengths and Limitations of Automatic Qualitative Coding. The Qualitative Report (TQR) 11th Annual Conference, Nova Southeastern University, FL.
- Masson, T., Adu, P., & Hedglen, J. (2014, October). Breaking Transgenerational Trauma among High School Students in Rwanda. 3rd Annual International Conference on Transgenerational Trauma, Istanbul, Turkey.
- Adu, P., & Curtis, R. (2012, April). Conceptualizing doctoral advising using concept mapping. AERA Annual Meeting, Vancouver, BC, Canada.
- Curtis, R., Warash, B., Ahern, T., Smith, K., & Adu, P., Clausell, C. (2012, April). Quality Rating and Improvement for West Virginia Child Care. AERA Annual Meeting, Vancouver, BC, Canada.
- Adu, P., Curtis, R., Carrick, R., Kohlmeyer, C., & Rahman, A. (2011, April). Preparing doctoral students for their dissertations. AERA Annual Meeting, New Orleans, LA.
- Curtis, R., Winn, G., Hensel, R., Adu, P., & Kher, N. (2011, March). Recruiting Appalachian girls to STEM educational and career paths. Society for Information Technology and Teacher Education Annual Meeting, Nashville, TN.

Additional presentations available upon request

PROFESSIONAL WEBINARS

- Adu, P. (2025, December). NVivo + ChatGPT: Ethical and strategic AI for qualitative researchers. Lumivero Webinar.
- Adu, P. (2025, January). Leveraging AI and NVivo for qualitative analysis. Lumivero Workshop.
- Adu, P. (2022, February). Faculty development: The ins and outs of qualitative research. Rocky Vista University.
- Adu, P. (2015, April). Conducting qualitative research: Decisions, actions, and implications. NCADE at TCSPP.
- Adu, P. (2014, October). Mixing methodologies: Conducting mixed methods research. NCADE at TCSPP.
- Adu, P. (2014, August). Getting started with your dissertation. NCADE at TCSPP.
- Adu, P. (2014, June). Qualitative analysis: Coding and categorizing. NCADE at TCSPP.

DISSERTATION COMMITTEES

As Chair

- Leanne R. Miller (2012–2016), International Psychology, TCSPP

- Anna M. Lionello (2012–2015), International Psychology, TCSPP
- Melissa L. Grupe (2013–2015), International Psychology, TCSPP
- Genève Hein (2013–2014), International Psychology, TCSPP

As Member

- Lena Phelps (2017–2019), Educational Psychology and Technology, TCSPP
- Elisha Collins (2016–2018), Educational Psychology and Technology, TCSPP
- Daniella Appiagyei (2016–2018), International Psychology, TCSPP
- Judith St. Louis (2014–2016), International Psychology, TCSPP
- Gani Lawal (2014–2015), Business Psychology, TCSPP

COURSES DESIGNED & TAUGHT

Designed

- BA380: Statistics
- EP715 & EP716: Action Research and Evaluation I & II
- EP607: Qualitative Methods in Educational Research
- IN549: International, Cross-Cultural & Multicultural Research Methods
- IP820: Intermediate Statistics
- IP822: Qualitative Design and Research Methods (Revised)
- IP824: Quasi-experimental and Applied Research Methods (Revised)
- IP825: Evaluation and Applied Research Methodology in Global Contexts

Taught

- IP820 & EP635: Intermediate Statistics
- EP715 & EP716: Action Research and Evaluation I & II
- EP607: Qualitative Methods in Educational Research
- IN549 & IN542: International Research Methods / Statistics
- EDP 618: Mixing Research Methodologies (Online Graduate)
- Statistical Methods 1 & 2 (Co-Instructor, WVU)

PROFESSIONAL SERVICE & MEMBERSHIPS

- Editorial Board Member: Behavior and Social Issues (BSI), December 2021–2022
- Former Reviewer: Journal of Mixed Methods Research, February 2012–July 2016
- Former Review Board Member: Advancing Women in Leadership Journal, June 2010–April 2016
- Former Reviewer: AERA Annual Meeting, Special Interest Group — Instructional Technology (2010)

AWARDS & HONORS

Dissertation Fellowship (Fall 2011)

West Virginia University

Awarded to students with outstanding academic performance and achievement toward dissertation completion