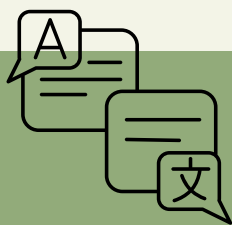# QUALITATIVE DATA ANALYSIS

CONTENT ANALYSIS

Content analysis enables the researcher to quantify and analyse the presence of certain words, themes or concepts within the data. The meaning or relationship can also be derived.

Consider: Both the detail of analysis and number of codes that you may analyse. You can choose to analyse from whole sentences or phrases down to exact words.

DISCOURSE ANALYSIS

The analysis of the structure of written, spoken or signed language, taking into account the content and context of the words used.

Consider: The context of the data being analysed. Time, place, audience, politics and background are all key factors.
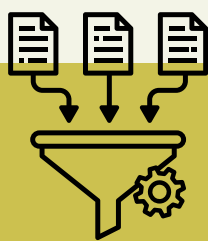
NARRATIVE ANALYSIS

Focuses on interpreting the core narrative of personal stories. Typically used when detailed accounts of data have been collected.

Consider: Outlining and understanding the elements of the 'story' within the data – such as plot, events, characters, setting, feelings, conflict and resolution.

THEMATIC ANALYSIS

Identifying patterns and trends across qualitative data. These are typically referred to as 'codes' and derived into 'themes' once interpretation has taken place.

Consider: Every stage of your analytical process. Transparency will demonstrate rigor and reliability.

Consider which method you used (see Qualitative Research Methods) and try to align your analysis with this.

CODEBOOK THEMATIC ANALYSIS

A codebook, or set of codes, that are used to identify themes within a data set. This provides the data analysis with a clear, rigorous system. It can also be beneficial when coding across a team, as codes and themes are consistent.

Consider: Whether the codebook will be pre-determined. You may choose to code a portion of the data before creating the set of codes to be used.
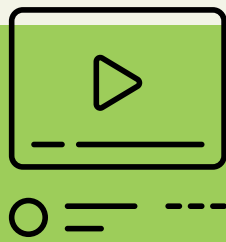
REFLEXIVE THEMATIC ANALYSIS

A method of thematic analysis that puts researcher subjectivity at its core. It is important to maintain transparent processes and acknowledge the researcher's role in the generation of all codes and themes.

Consider: The best approach for your own study. Avoid attempting to follow the steps of another's method.

VIDEO DATA ANALYSIS

You can tally a range of behaviours on video such as, body languages, gestures and actions to identify patterns and trends within the recording,

Consider: The enhanced analysis you can conduct with video data. You can track gestures and eye contact that is not possible in an audio recording.
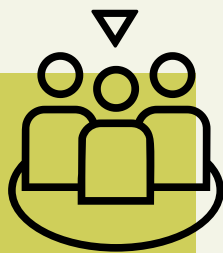
INDUCTIVE CODING

A 'bottom up' approach that allows themes to emerge from the raw data.

Consider: How you might limit your impact. Pure induction may not be possible, but it is important to acknowledge how prior knowledge might have an impact.

Make sure participants are aware of your analytical process and how any video may be used.

INTERCODER RELIABILITY

A method for developing consistent coding across multiple researchers. Reliability is demonstrated as coders come to the same themes when examining the same data set.

Consider: Whether codes will predefined by one researcher and used by another. This may help identify any inconsistencies.

DEDUCTIVE CODING

A predefined set of codes aimed at constraining analysis around specific themes, concepts or trends.

Consider: Whether you want to focus analysis on a certain hypothesis, question or theory. Ensure codes are clearly and consistently defined.

SEMANTIC AND LATENT THEMES

Semantic themes focus on the explicit meaning of the raw data. Latent themes aim to identify the underlying concepts, trends, assumptions and beliefs within the data.

Consider: When using a latent approach, it is important to outline how interpretations have been placed on the raw data. It can be useful to provide quotes and extracts of the data.