



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
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Qualitative Research

Week 7

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

www.uwtsd.ac.uk

What is Qualitative Research?

- It's a method of collecting and analyzing **non-numerical data**, like words, images, or even videos.
- The goal is to understand the **how** and **why** behind human behavior—not just the numbers.

What kinds of questions do you believe qualitative research helps answer?

What kinds of questions do you believe qualitative research helps answer?

- “Why do students feel isolated during online learning?”
- “How do users describe their experience with a new app?”
- “What are the challenges new employees face in remote jobs?”

qualitative research explores **“why”** and **“how”**—it’s about depth, not numbers.

Qualitative research

- Focuses on non-numerical data
- Answers "how" and "why" questions
- Examples: interviews, focus groups, observations

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Key Characteristics

- a method used to systematically collect and analyze non-**numerical data**

1. Exploratory and descriptive
2. Subjective and interpretive
3. Naturalistic settings
4. Flexible and iterative

Data Collection Methods

Interviews

Focus Groups

Observations

Document/Social Media Analysis

list two pros and two cons of interviews.

Thematic Analysis

- Coding quotes or notes
- Grouping similar ideas
- Building themes from patterns
- Example: “Tech problems,” “Isolation,” “New study habits”

Numerical data in Quantitative Research

- a method used to systematically collect and analyze numerical data

1. Discrete numerical
2. Continuous numerical

Data that consists of
**measurable values –
within a range**

Practice Matching Themes

Quotes:

“It crashes randomly.”

“I set reminders now to stay on track.”

“It’s hard to focus without classmates.”

Themes:

A. Tech issues

B. Adapting study habits

C. Emotional impact

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Tools for Qualitative Research

NVivo – Code and visualize data

MAXQDA – Document analysis

ATLAS.ti – Text and multimedia coding

Qualitative vs Quantitative

	Qualitative	Quantitative
Data	Words, stories	Numbers
Goal	Understand “why”	Measure “how much”
Methods	Interviews, themes	Surveys, stats
Strengths	Context, depth	Precision, generalizability

Mini Project

Scenario: Public reaction to an AI tool

Tweets:

“It’s so helpful!”

“I don’t trust it with academic writing.”

“Perfect for blogging!”

Your Task: Identify 2–3 themes

How to Analyze Qualitative Data in Excel

Create a simple spreadsheet layout like this:

Respondent	Raw Comment
1	"The app is useful, but it crashes a lot."
2	"I love the interface—very clean and intuitive."
3	"Sometimes I lose my work due to errors."
4	"Great tool for writing, but buggy."

How to Analyze Qualitative Data in Excel

Add a Column for Codes

Create a new column for **initial codes** or labels that describe parts of the comment.

Respondent	Raw Comment	Code(s)
1	App is useful but crashes	Useful, Crashes
2	Clean and intuitive interface	Interface, Positive Experience
3	Loses work due to errors	Data Loss, Errors
4	Great tool but buggy	Useful, Bugs

How to Analyze Qualitative Data in Excel

Group Similar Codes into Themes

In a new sheet or column, group codes into broader themes:

Code	Theme
Crashes	Technical Issues
Errors	Technical Issues
Bugs	Technical Issues
Interface	User Experience
Positive Experience	User Experience
Useful	Perceived Value
Data Loss	Technical Issues

How to Analyze Qualitative Data in Excel

Count Frequency of Themes

Use Excel functions like COUNTIF() or pivot tables to count how many times each theme appears.

Theme	Frequency
Technical Issues	4
User Experience	2
Perceived Value	2

How to Analyze Qualitative Data in Excel

Visualize the Results

Use **Excel charts** to create:

- A **bar chart** of theme frequencies
- A **word cloud** (through third-party add-ins or Word)
- A **pivot table** to compare codes by category or respondent

When is Excel Good for Qualitative Analysis?

Small datasets (under 100 responses)

Introductory projects or coursework

Simple coding and basic content or thematic analysis

Quick summaries from surveys or interviews

- Multimedia (video/audio) coding
- Deep iterative analysis with hundreds of codes/themes
- Advanced queries or visualization across large datasets

Summary & Reflection

Qualitative = stories, meaning, depth

Methods = interviews, observations, themes

Use it to explore why people do what they do

Activity

Download instructions from Moodle