



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

Research Methods Workshop

Workshop / Session 5

Analysing Qualitative Data

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

This session's **Aims**

- transcribe a recorded interview
- choose from different analytical aids to help you to analyse your qualitative data
- select an appropriate combination of analytical technique for your research project to undertake qualitative data analysis

Qualitative Analysis

- Based non-numerical data (textual, verbal, visual)
- Provide the opportunity for in-depth, well-grounded and contextualised explanations
- Interactive, flexible, and adaptable process, which allows to recognise important themes / patterns / and relationships already during the data collection period
- Diversity of analysis techniques for different types of research philosophies



PREPARING YOUR DATA FOR ANALYSIS

Interview Transcription

- Audi-records need to be translated into text data – very time-consuming endeavour (6-10h for 60 minutes)
- Transcripts need to be checked carefully in order to eliminate mistakes (data cleaning)
- There is help out there:
 - You can pay someone to do the transcription for you – very expensive
 - You can dictate the recording, using voice-recognition software – somewhat expensive
 - You can use online transcription services (e.g. Microsoft TEAMS) – relatively inexpensive, but be careful with regards to data protection!

CONDUCTION YOUR INITIAL ANALYSIS

The Interim Summary

- Write a short summary after each interview, focussing on the contextual information (e.g. position in the company, gender)
- Write a short summary after each transcription, focussing on the content
- Write a longer reflection after several transcriptions, focussing on
 - what you have found so far (e.g. themes, patterns, relationships)
 - what you have to do to improve the quality of your interviews
 - new ideas that have emerged during the process

ANALYSIS TECHNIQUES

Thematic Analysis

- Aims to search for themes that occur across a series of interviews, by fragmentating the transcripts
- Quite logical way to analyse qualitative data

Involves four analytical Steps

1. Become familiar with your transcripts (write interim summaries)
2. Code your transcripts
3. Search for common themes
4. Testing proposition

Code your Transcripts

- Create codes (single word / short phrase – e.g. tariffs) based on your conceptual framework and research questions
- Categorize parts of the transcript - a sentence or a paragraph - by linking them to the codes
- Repeat this for all your transcripts

Search for common Themes 1

- Codes can be drawn together, forming themes (e.g. tariffs, customs, lead-time -> importing)
- You can analyse which codes and themes are the most common / important in your transcripts
- You can use the text linked to these themes to write about them; you can use some of the text fragments as “direct citations”

Search for common Themes 2

- What are key concepts in these themes?
- What seems to be recurring in these themes?
- Which themes seem to be most important?
- Which themes seem to be related?

Testing Proposition

- Do your findings confirm the literature?
- Are there negative cases?
- If yes, how do they differ from what is discussed in the literature?
- Why are your results different from other research?

Narrative Analysis

- Aim to analysis differences among narratives of participants with different characteristics (context data is important)
- Another quite logical way to analyse qualitative data

Involves four analytical Steps

1. Become familiar with your transcripts (write interim summaries)
2. Code your transcripts
3. Search for differences among participants
4. Testing proposition

Code your Transcripts

- Create codes (single word / short phrase – e.g. tariffs) based on your conceptual framework and research questions
- Categorize parts of the transcript – one or multiple paragraphs - by linking them to the codes
- Repeat this for all your transcripts

Search for Differences among Participants

- You aim to compare the narratives (opinions) related to a specific code among participants
- You can add sentiments (e.g. tariffs positive / tariffs negative)
- You aim to explain the differences in the narratives and sentiments, using the characteristics (context data) of the participants
- You can also analyse whether there are links between narratives (e.g. someone who is concerned about Brexit might talk more negatively about tariffs).

Testing Proposition

- Do your findings confirm the literature?
- Are there negative cases?
- If yes, how do they differ from what is discussed in the literature?
- Why are your results different from other research?

VISUALIZING YOUR RESULTS

[illegible]

Narrative Analysis - An Example

