

Analysing qualitative data

Useful ideas and concepts from Chapter 13

Analysing qualitative data (1)

Definition

‘Qualitative data refers to all non-numeric data or data that have not been quantified and can be a product of all research strategies’

Saunders *et al.* (2009)

Analysing qualitative data (2)

Distinctions between quantitative and qualitative data

Quantitative data

- Based on meanings derived from numbers
- Collection results in numerical and standardised data
- Analysis conducted through the use of diagrams and statistics

Qualitative data

- Based on meanings expressed through words
- Collection results in non-standardised data requiring classification into categories
- Analysis conducted through the use of conceptualisation

Saunders *et al.* (2009)

Table 13.1 Distinctions between quantitative and qualitative data

Preparing data for analysis

Key issues

- Transcribing qualitative data
- Using electronic textual data including scanned documents
- The interactive nature of the process

Approaches to qualitative analysis

Main approaches

- The deductive approach
- The inductive approach

Types of qualitative analysis process (1)

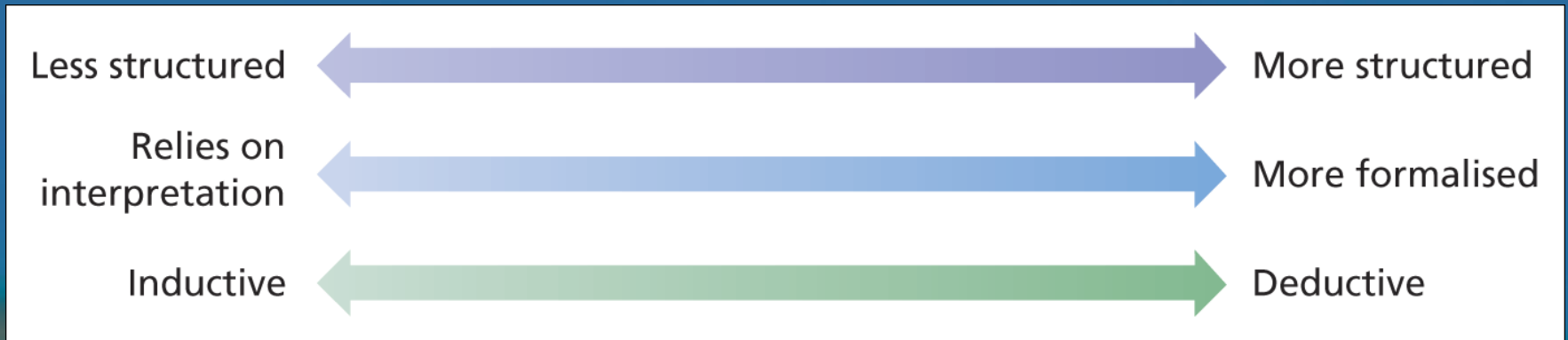
Main types

- Summarising (condensation) of meanings
- Categorising (grouping) of meanings
- Structuring (ordering of meanings using narrative

Saunders *et al.* (2009)

Types of qualitative analysis process (2)

Dimensions of qualitative analysis



Saunders *et al.* (2009)

Figure 13.1 Dimensions of qualitative analysis

Categorising data

Points to consider

- Deriving categories
- ‘Unitising’ data
- Recognising relationships and developing categories
- Developing testable propositions
- Qualifying your qualitative data

Analytical aids

Types of analytical aids

- Interim summaries
- Self-memos
- Researcher's diary

Deductively based analytical procedures

Procedures applicable to qualitative analysis

- Pattern matching
- Explanation building

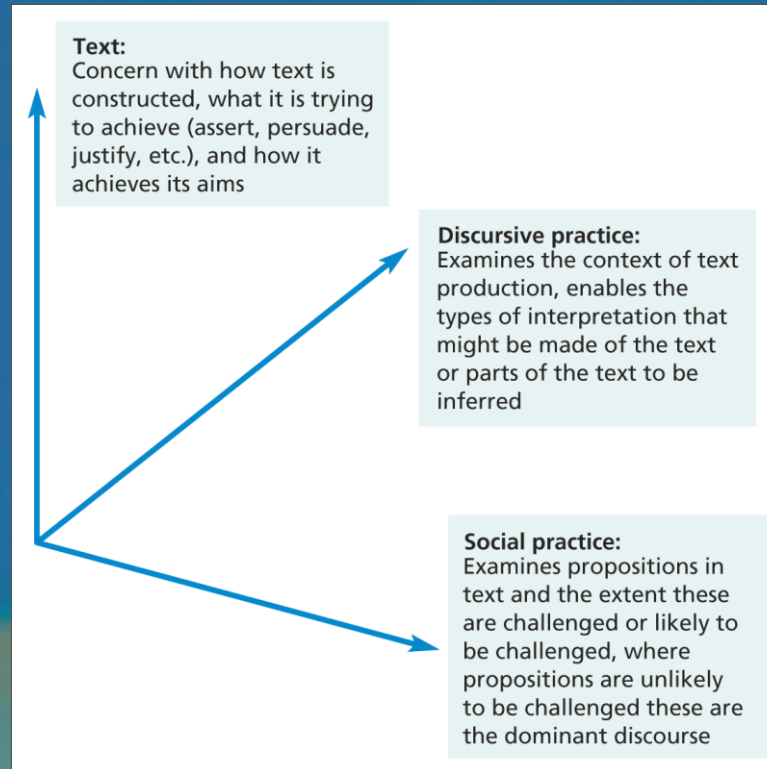
Inductively based analytical procedures

Procedures applicable to qualitative analysis

- Data display and analysis
- Template analysis
- Analytic induction
- Grounded theory – open, axial and selected coding
- Discourse analysis
- Narrative analysis

Discourse analysis

A three-dimensional analytical framework for critical discourse analysis



Saunders *et al.* (2009)

Figure 13.2 A three-dimensional analytical framework for critical discourse analysis

Using CAQDAS for qualitative analysis (1)

Summary of functions

- Structure of work
- Closeness to data and interactivity
- Explore the data
- Code and retrieve
- Project management and data organisation
- Searching and interrogating
- Writing memos, comments and note
- Output

Lewins and Silver (2006)

Using CAQDAS for qualitative analysis (2)

Checklist Box 13.17

Complete the Checklist in Box 13.17
to help you choose a CAQDAS package

Saunders *et al.* (2009)

Summary: Chapter 13

- Qualitative data result from the collection of non-standardised data that require classification and are analysed through use of conceptualisation
- Qualitative analysis can involve summarising, categorising and structuring data
- The process of data analysis and collection are necessarily interactive

Summary: Chapter 13

- Aids to analysis include interim summaries, self-memos and maintaining a researcher diary
- Qualitative analysis procedures can be related to using either a deductive or inductive approach
- Computer-assisted qualitative data analysis software (CAQDAS) can help with project management and data organisation