



QUALITATIVE DATA ANALYSIS

ECGE7008Q

Session 4



Aim

To develop your knowledge
and understanding of
qualitative data analysis



Data Analysis



Why?



What is the purpose?

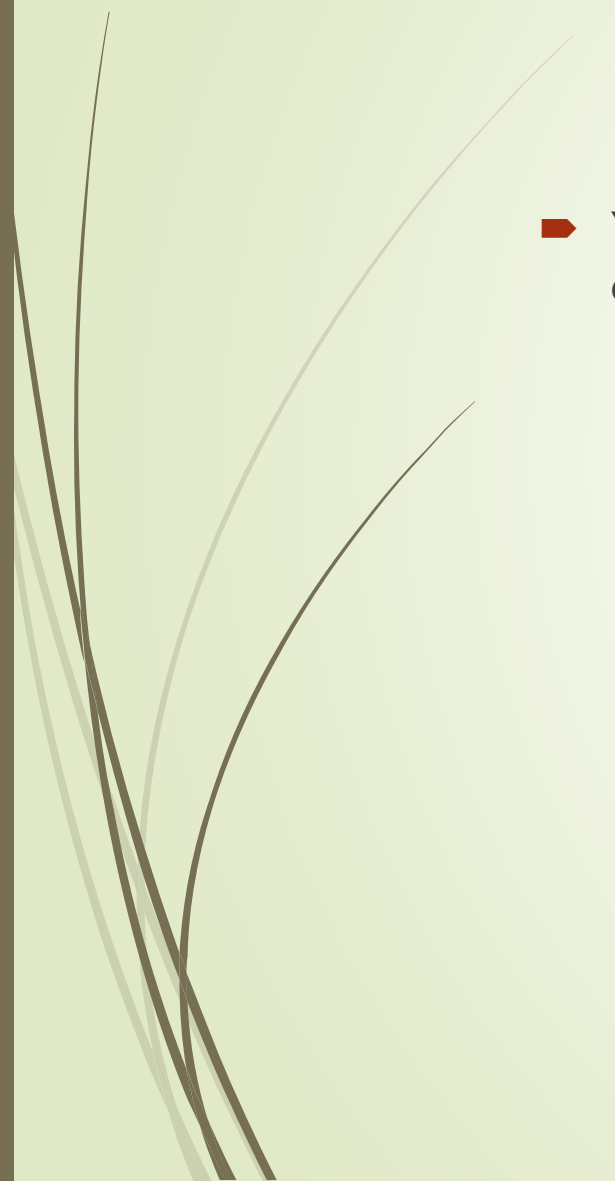
Data Analysis

- ▶ You have collected your data,
 - ▶ how will you analyse it to inform your understanding results, conclusions?
- ▶ You need to know how you will do this before you collect your data,
 - ▶ this needs to be included in your Research Proposal





Data Analysis



- ▶ You do not present all your data collected in a study:
 - ▶ Your Raw Data
- ▶ This data needs to be
 - ▶ Analysed
 - ▶ Summarised
 - ▶ Interpreted



Interpreting the Findings Qualitative

Summarising:

- Responses are summarised,
- often by means of identifying common themes and grouping under these
- Summarising can help interpretation to be more meaningful and useful.

Interpreting:

- This is where you look at the raw data and interpret what you think are main messages/themes

Types of Qualitative Analysis





Analysis Frameworks



Thematic Analysis/Coding



Content Analysis



Discourse Analysis



Approaches



This is where you have decided on a set of themes to fit your data into prior to data collection.



These themes may have arisen from your literature review



Frameworks of Analysis

Framework
Analysis
Example:
Exploring Young
People's Access
to Support for
Anxiety

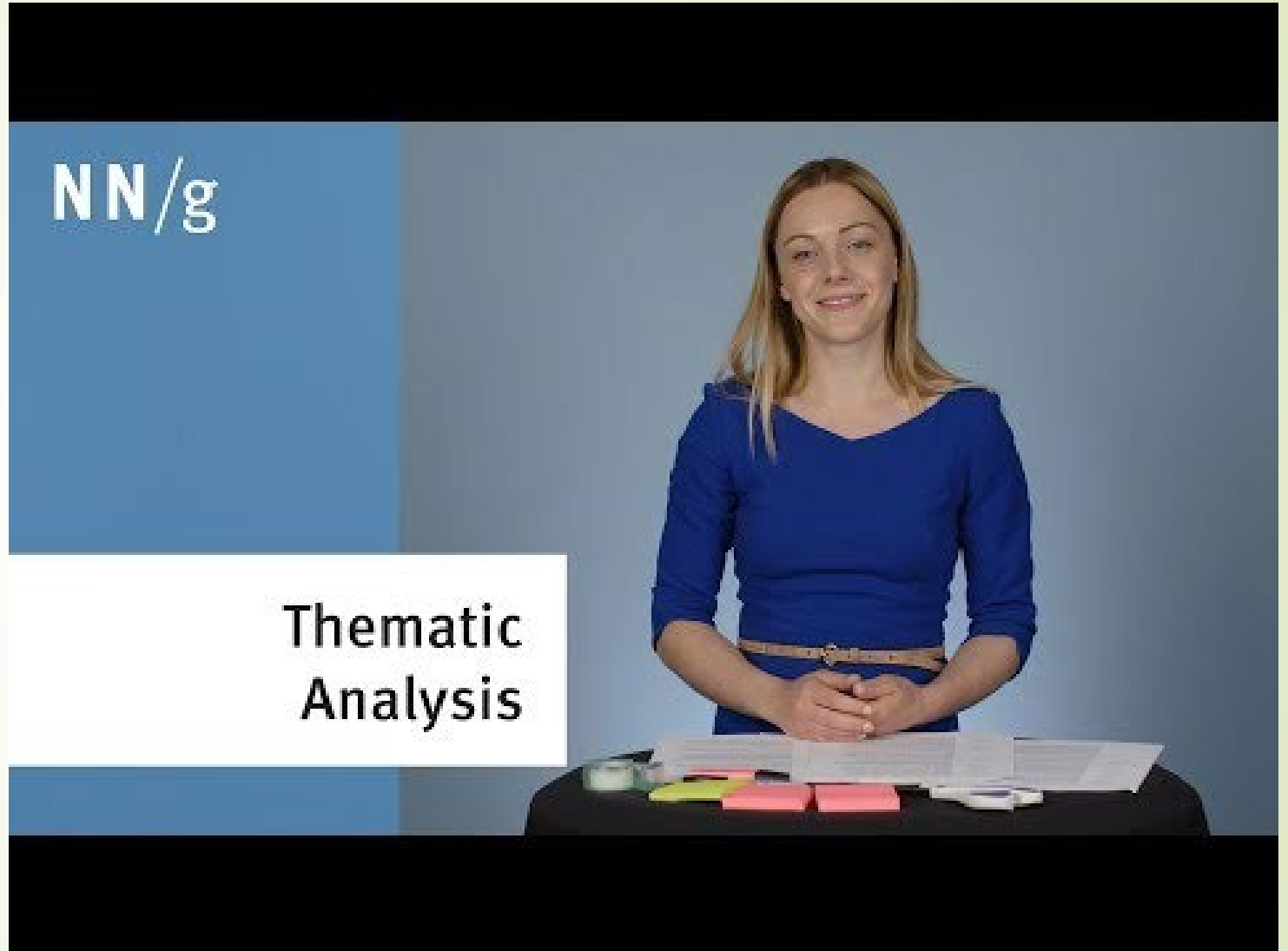
Literature Review Theme	Evidence from data to support theme
1. Limited support	8/10 YP noted this
2. Postcode lottery	Professionals noted it depend n where you lived , wat school you go to
3. Lack of qualified staff	Professionals rather than young people noted this
4. Lack of YP awareness of where to go to for support.	Majority of YP noted did know where to go for support.

Limitations

This maybe linked to a prior analytical framework

Data Analysis Approaches

- Interpretative Thematic Analysis/Coding
 - <https://youtu.be/KUZ6iGvJlGI>



Data Analysis Approaches

➤ Coding: Themes

- This process means allocating a 'code' for all responses received.
 - For Example, if your question is "what do you think about your park?"
 - Your codes may focus on swing, slide, roundabout etc.
- In addition, once all data have been coded, it will then be possible to quantify the responses.
- You will then arrive at themes

Get	Pick	Do	Revisit	Themes	Perform	Always Include
Get sense of whole: •read all carefully	Pick one document "what is its underlying meaning" •write thoughts themes in margin	Do this for several informants; •Cluster together similar topics; arrange topics into major topics, unique topics, leftovers	Revisit data with topics; •Abbreviate the topics as codes; Re-analyse. •Do new codes emerge?	Turn topics into themes •Reduce number of themes by grouping similar themes •Diagrammatize the basics of the numbers 5 & 6 •Finalize abbreviations- alphabetize codes	Perform preliminary analysis on material belonging to each theme •If necessary, recode existing data	Always include in your methodology design chapter a page of text illustrating the how you code the text

Coding Data



In your pairs, one person acts as the interviewer and one the interviewee

The interviewer is interested in finding about your experiences of customer services or an instance you have had bad customer service.

Interviewee think about 3 open interview questions on this topic to ask.



Carry out the interview

As a pair than attempt to code and look for at least 2 key themes from the data.



ACTIVITY

- A Systematic Analysis of forms of communication to identify and study patterns and themes

Content Analysis



Content Analysis can

...

- Provide a way to investigate what people
 - Say
 - See
 - Hear
 - Write
- Help Identify
 - Underlying biases, intents, and meanings.



Types of Content Analysis



- There are numerous specialized types of content analysis such as ethnographic content analysis, visual content analysis and qualitative content analysis.
- Any form of communication can be analysed and are referred to as artefacts Including
 - For example
 - Art
 - Books
 - Magazines
 - Movies
 - television shows
 - Textbooks
 - and websites.



Examples of Content Analysis

- ▶ Analyzing birthday cards to understand 'age norms'
- ▶ Reading men's fitness magazines to discover patterns in their portrayals of men
- ▶ Recording conversations between physicians and patients to discern the relationship of power between the two parties
- ▶ Watching various television shows from different eras to determine how minorities are depicted.

Discourse Analysis

- Discourse analysis focuses on language as a social practice in its own right and is concerned with how individuals use language in specific social contexts:
 - Enables researcher to gain an understanding of how individuals use language to construct themselves and the world around them
 - Enables researcher to understand why individuals use language to construct themselves and the world around them
 - Enables researcher to understand the ideological effects of individuals constructions



Using Discourse Analysis

Ethnomethodology and Conversation Analysis

- Discourse is concerned with the more linguistic concerns of the structure of talk and the processes used by speakers to construct their worlds (Schwandt 2001).

Foucauldian approaches consider

- discourses as systems of power/knowledge which are socially and culturally located and which construct subjects and their worlds (Gubrium and Holstein 2000).

Critical Discourse Analysis

- to expose issues of power relations and exploitation
-



Practicalities

➤ Manual

- Type up (transcribe) all data collected
- 4 hours to transcribe 1 hour tape interview
- Use Microsoft 365 to Video
 - Automatic transcriptions

➤ Computer

- More than 500 pages of data
- Can afford program and transcriber
- N-Vivo
- Use Microsoft 365 to Video
 - Automatic transcriptions

Suggestions on Analysis : First Steps



Transcribe data



Note demographics

What are some of your first impressions about the data

What issues arose more than once

What surprised you if anything

What did you learn

Analysis



Read through data

Look for patterns?
What issues are
arising again and
again?

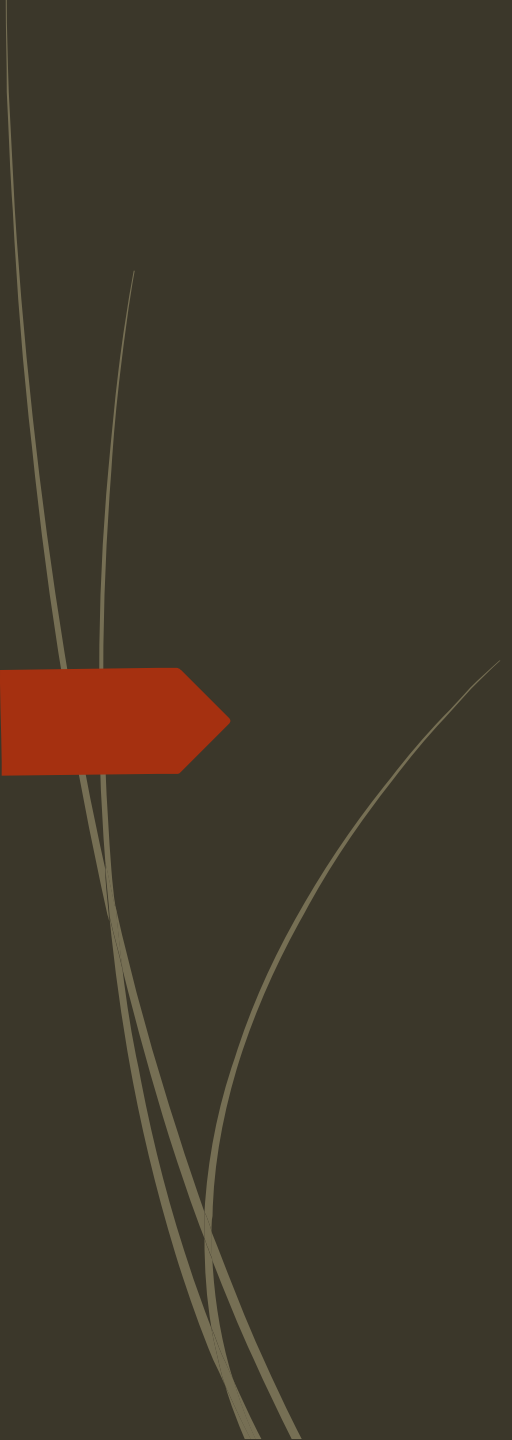


Any differences in
data attributed to
different groups or
individuals

How many
differences ?



Highlight interesting quotes or stories
to use to illustrate your themes



Analysis

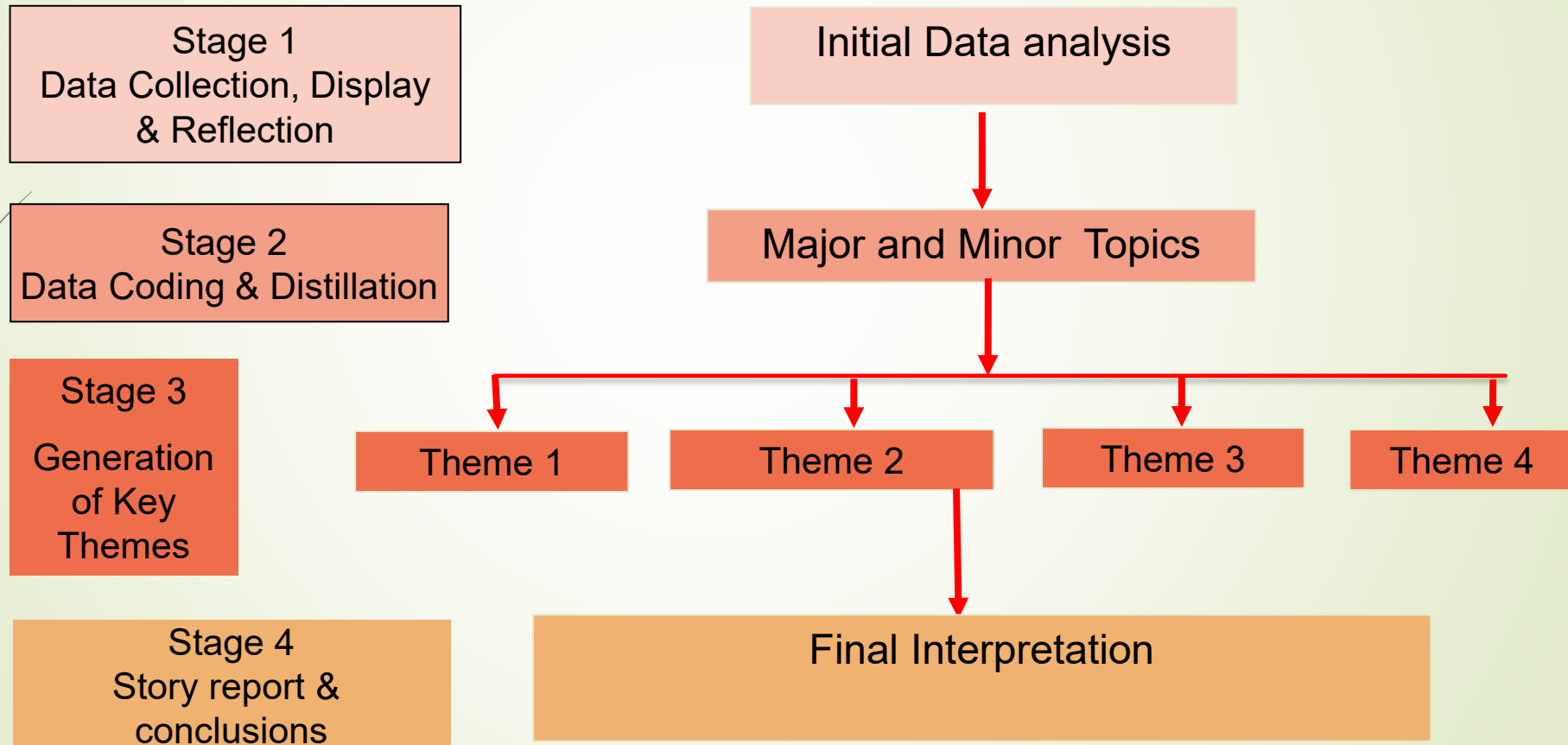
- ▶ Create summary statements of the data,
 - ▶ E.g. for each question of an interview or for each individual theme



Your Analysis

- All of the young people interviewed stated that the programme had had a [positive impact on their lives. Almost all (22 of the 25) young people interviewed stated that they learned how to speak out about issues that were important to them and had gained leadership skills. For example one young person made the following statement:
- *'I learned how to stand up for myself and speak up when I need to. I have been doing this in class all year, and other students admire me for that....' (M3).*

Description of Data Analysis (Matrix example)





References

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