

Qualitative data analysis

Things to remember

Not representative

Number of different ways of doing analysis

The level of analysis is up to you – depends on what you want

The possibility of further study

The process

1. Data collection
2. Detection
3. Categorisation
4. Classification (writing up)

Detection

- Keep only the data that is absolutely necessary (e.g. ID and comment)
- Looking for **key themes**, at this point narrative isn't so important

*"There was an accident in the family and we feared the worse. *** went above and beyond in the support she offered me through this crisis. She has my heartfelt gratitude."*

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B3 I am nominating her because of the way she went out of her way to support me to settle-in

A	B	C	D	E
1	Survey Response Data - Staff Oscars 201213 (live)			
2	Response #	I am nominating this member of staff because :		
	43630	I am nominating her because of the way she went out of her way to support me to settle-in academically after my belated resumption. Due to some unforeseen circumstances, I resumed on the 15th of October, 2012, which was a month after the 18th September resumption date for international students. I'd less than 2 weeks to catch up with the course work already covered, and had essay deadlines to submit. I eventually had a good score in the first essay I submitted through the support she provided, being my first major academic essay. She has also been encouraging me in my effort to explore opportunities for doctoral research study, and has been sending me additional resources to help me in this wise. I have no reservations whatsoever to nominate her for this award.		
3	43609	He shows exceptional commitment to his responsibilities as a Personal Tutor. I have faced certain challenges during my course and I couldn't have imagined a more cooperative and benevolent tutor to guide me through the process. He goes out of his way to be accessible, and is dedicated to resolving problems and making sure that I deliver my best. Besides his concern for me, I am also impressed by his knowledge of his subject and his overall expertise as a faculty member of my department. He is very dignified and commands immense respect. His professionalism is outstanding. Being an international student, the challenges that I faced when I moved to another continent seemed daunting at		

Sheet1 Sheet2 Sheet3

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PT - difficult issue	
43554	Above and beyond
43281; 43144	High levels of contact

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Categorisation

- Placing the verbatim text into the themes you've established by scanning the data
- Allows you to house the text within the key themes – can use it for narrative, or quotes

Classification

Findings, not results

Introduce theme, back up with quotes, discuss implications

Avoid quantifying data:

- Instead of 'half', say 'there were two broad schools of thought'
- Instead of 'a majority', say 'there was a broad consensus'