

## 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)

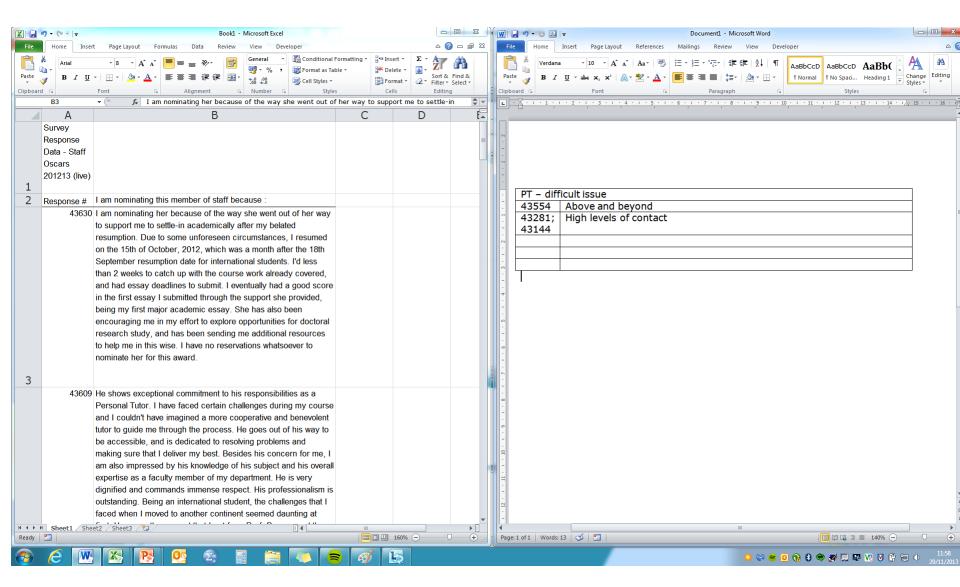


#### Detection

- 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."







### 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'

