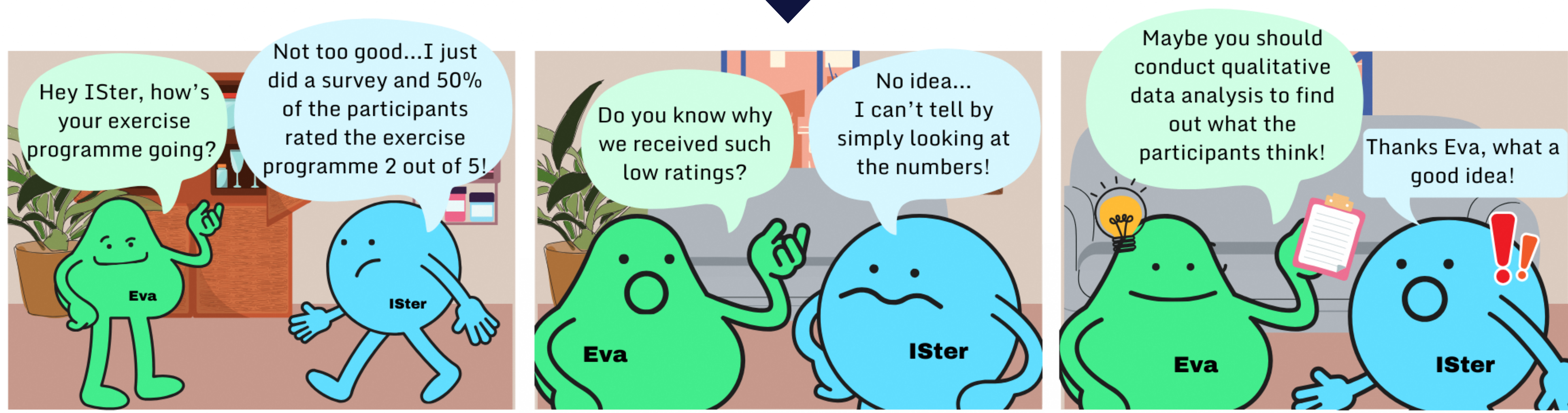


QUALITATIVE DATA ANALYSIS



HOW to conduct qualitative data analysis?

Let's illustrate with the research question:

What are your opinions on the exercise programme?

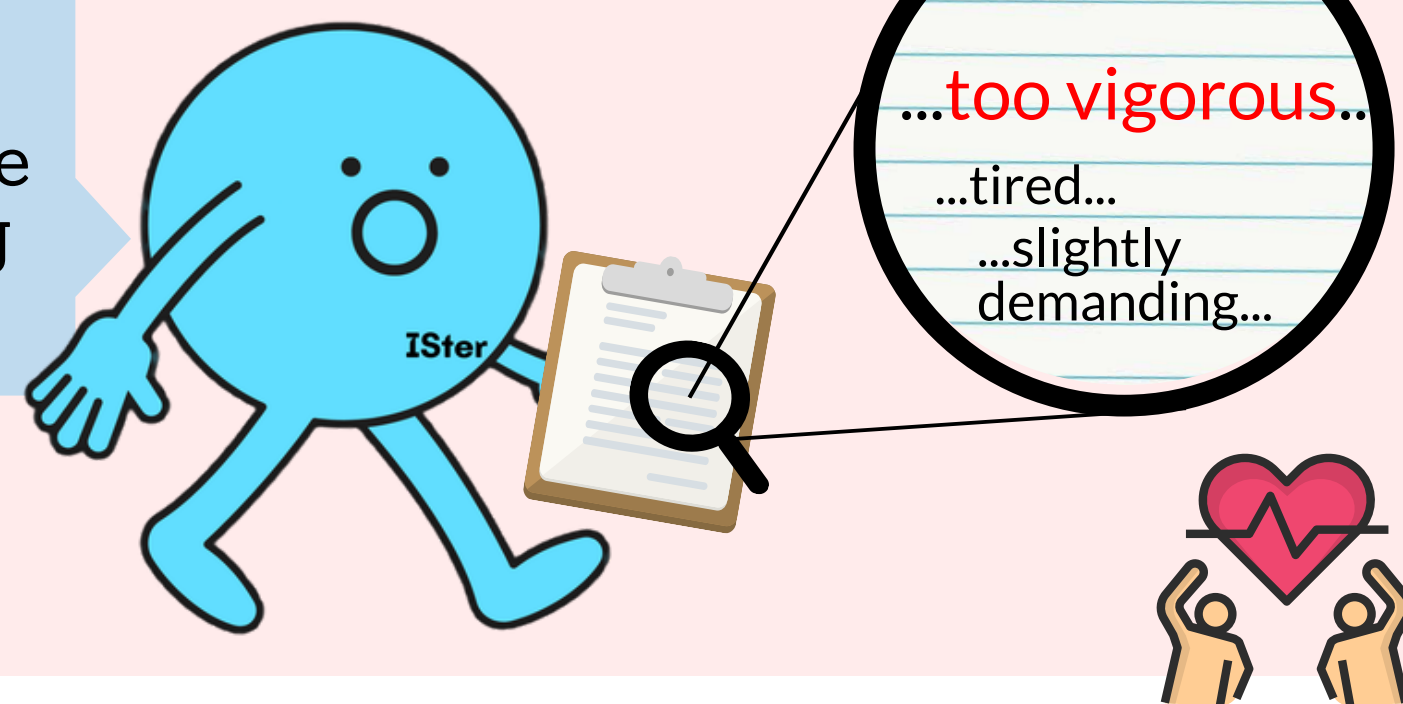


THEMATIC ANALYSIS

- Applied to texts or transcripts of audio/video recordings
- Examine texts to identify topics, ideas, and patterns that come up repeatedly (i.e., common themes).

For example...

Most of this interviewee's comments were about this exercise programme being too vigorous!



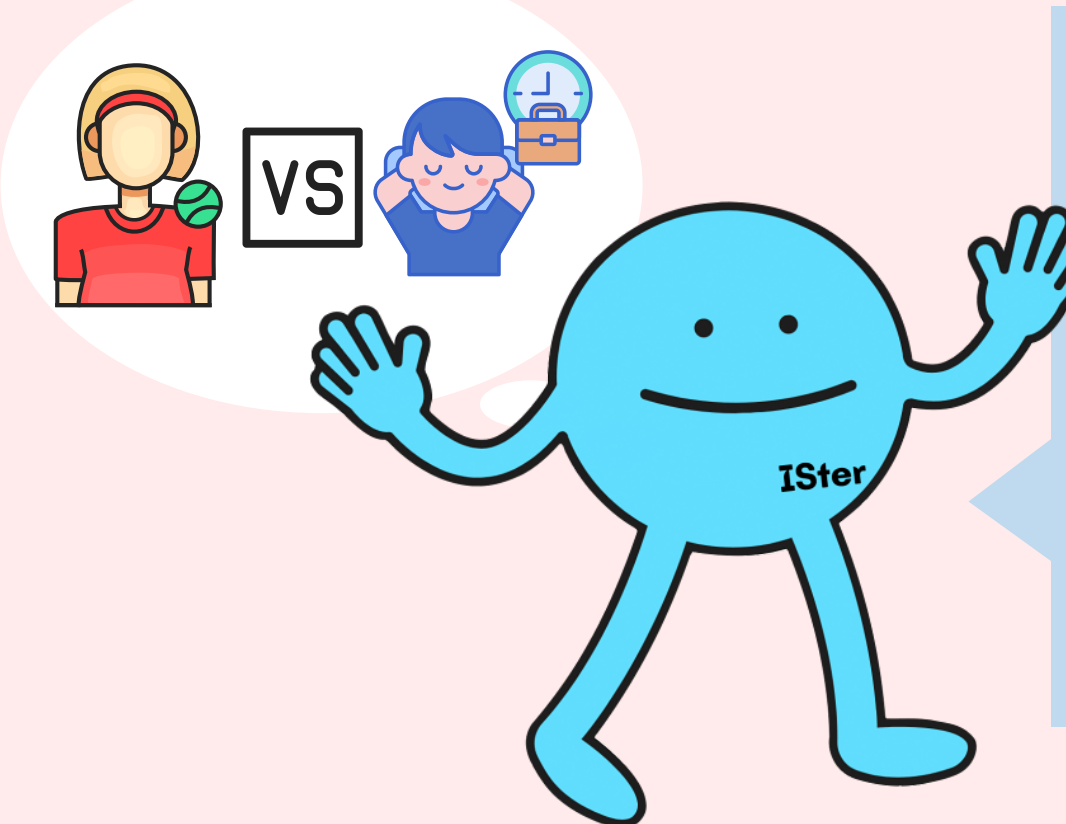
Benefits 😊

- Helps to find out about people's **views, perception, knowledge, or experiences** from qualitative records
- Enables people to approach large amount of data more easily by sorting them into **broad themes**.

DISCOURSE ANALYSIS

- Describe and understand the multiple meanings in text and speech, in relation to the social context (e.g. cultural influence, gender, etc.)

For example...



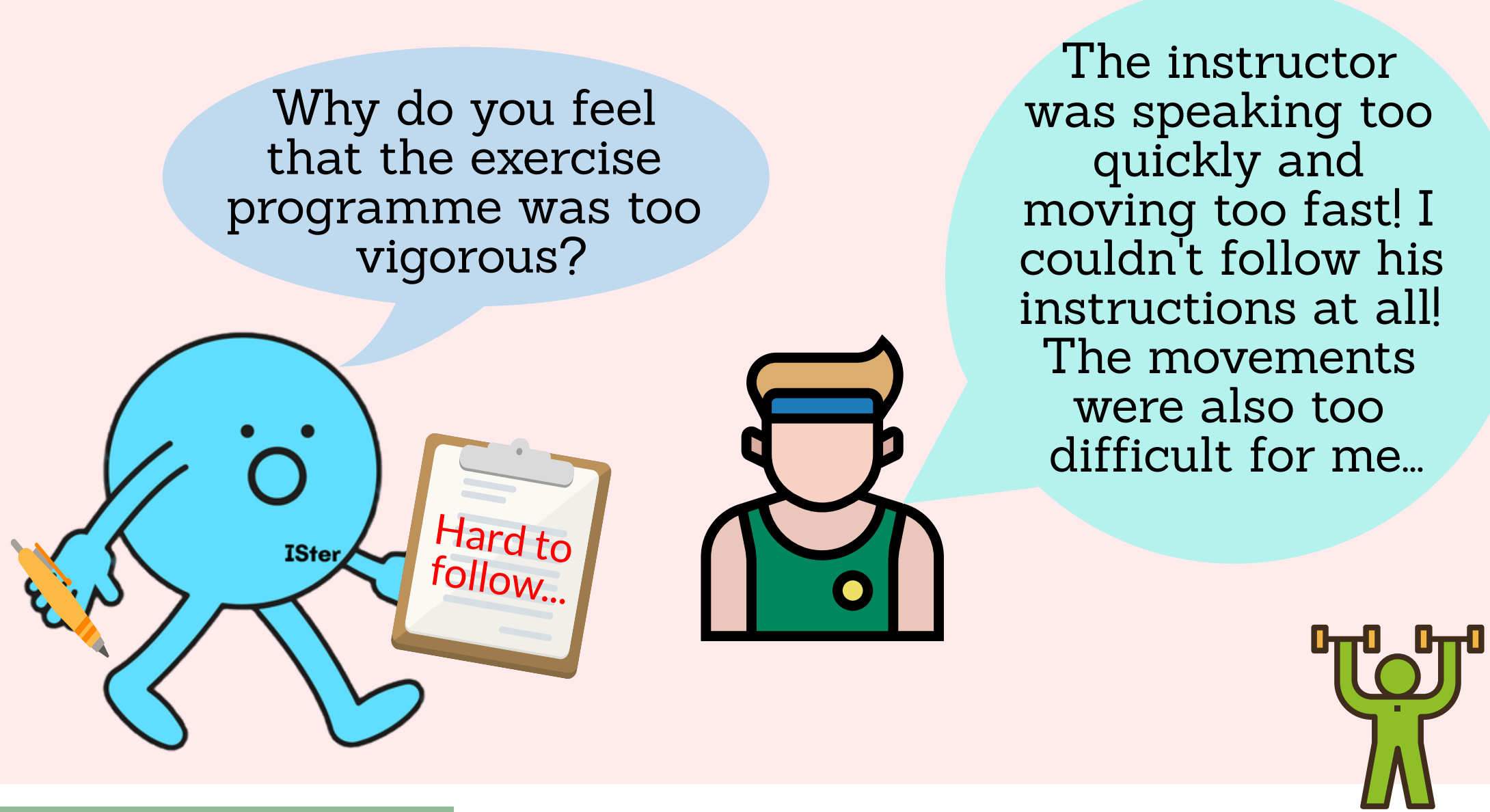
Benefits 😊

- Used to understand how people use language to create **meaning, identities, activities, and relationships**

NARRATIVE ANALYSIS

- Collect information through various sources, such as interviews, field observations, or surveys
- Analyse and interpret the stories and experiences of people

For example...



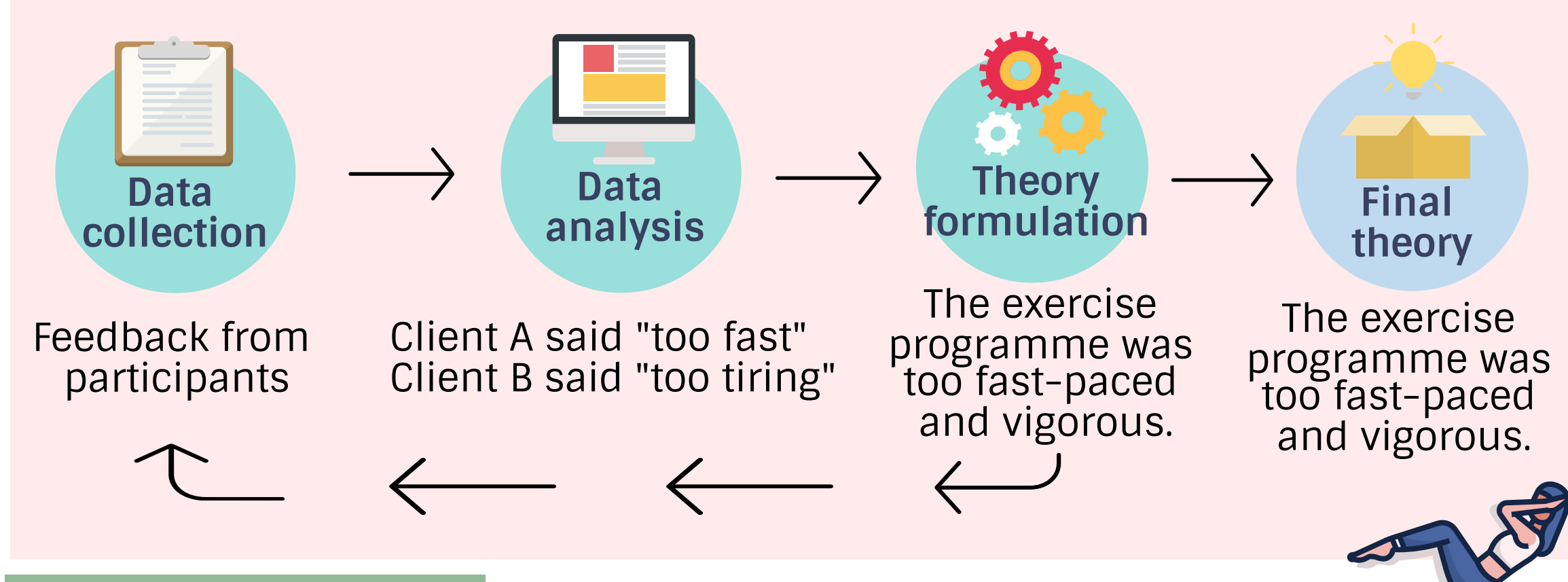
Benefits 😊

- Allows a **better understanding of people's experiences**

GROUNDING THEORY

- Collect information in the form of texts or media (such as audio/video recordings)
- Code themes/categories, analyse their relationships, and **generate a theory**
- Alter or create new explanations as more cases are studied in different settings until the theory is refined to fit all cases

For example...



Benefits 😊

- Generated theory can explain **why the phenomenon happened**
- Can be used to work with the population that the data was collected from

References:

Columbia Public Health (n.d.). *Content Analysis*. Columbia Public Health. <https://www.publichealth.columbia.edu/research/population-health-methods/content-analysis>

Starks, H., & Brown Trinidad, S. (2007). Choose your method: A comparison of phenomenology, discourse analysis, and grounded theory. *Qualitative health research*, 17(10), 1372-1380.

Thomas, D. (2006). A General Inductive Approach for Analyzing Qualitative Evaluation Data. *American Journal of Evaluation*, 27(2), 237-246. <http://dx.doi.org/10.1177/1098214005283748>

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