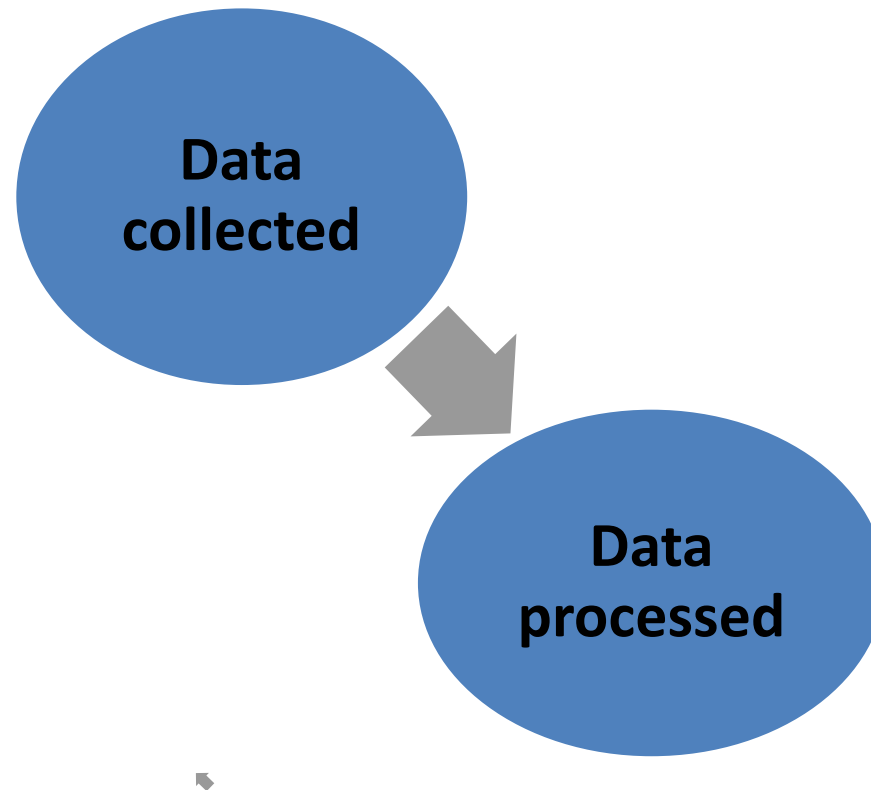


Data analysis

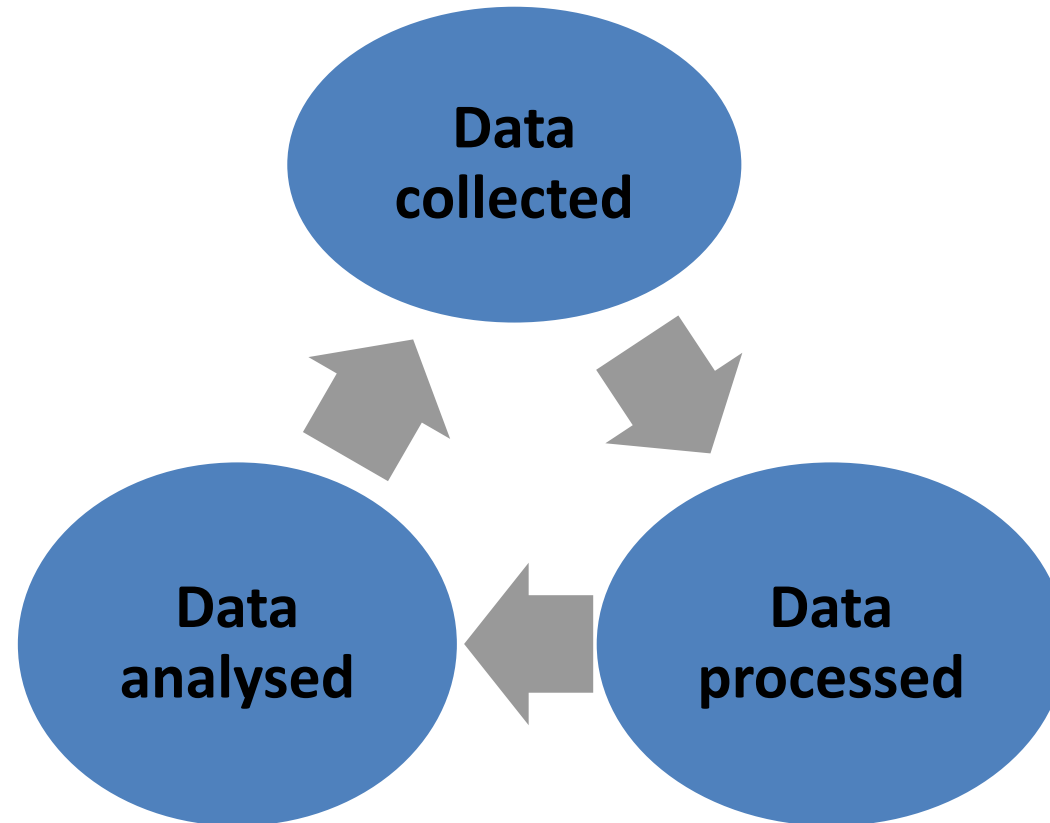


What types of data will you collect in your HERA2 projects?

Data collection and analysis



Data collection and analysis



Different types of qualitative data

- Thick description (ethnography/participant observation)
 - Notes, field diaries, narrative accounts
- Observations (unstructured/structured)
 - Notes, templates, forms
- Individual or group interview recordings
 - Notes
 - Audio, video files
 - Transcriptions

Options for analysis of transcribed data

These four approaches all use some type of **coding** and the **development of themes**

- Holistic interpretation
- Grounded theory
 - Constant comparison, inductive approach
 - Cyclical process of research
- Thematic
 - Inductive, iterative
- Interpretive phenomenological analysis (IPA)
 - Psychology-based, small numbers
- Framework (applied policy research)
 - Coding into a structured framework

Options for analysis of

Glaser & Strauss 1967
Charmaz 2014, 2006

These four approaches all use some type of **coding** and the **development of themes**

- Grounded theory & constant comparison
- Thematic analysis
- Interpretive phenomenological analysis (IPA - psychology)
- Framework (structured for applied work)

Options for analysis of

These four approaches all use some type of **coding** and the **development of themes**

- Grounded theory
- Thematic analysis
- Interpretive phenomenological analysis (IPA - psychology)
- Framework (structured for applied work)

Braun & Clarke 2006
Clarke 2017 *What is thematic analysis?* YouTube

Options for analysis of transcribed data

These four approaches all use some type of **coding** and the **development of themes**

- Grounded theory
- Thematic analysis
- Interpretive phenomenological analysis (IPA - psychology)
- Framework (structured for applied work)

Smith et al. 1996
Smith & Osborn 2003

Options for analysis of transcribed data

These four approaches all use some type of **coding** and the **development of themes**

- Grounded theory & constant comparison
- Thematic analysis
- Interpretive psychology (Ritchie & Spencer 1994; Ritchie & Lewis 2003)
- Framework (structured for applied work)

Ritchie & Spencer 1994
Ritchie & Lewis 2003

PA -

Options for analysis of transcribed data

These four approaches all use some type of **coding** and the **development of themes**

- Grounded theory & constant comparison
- Thematic analysis
- Interpretive phenomenological analysis (IPA - psychology)
- Framework (str)
- Narrative analysis (the structure and content of a story)
- Conversation analysis (fine grained)

Mishler 2005, 1995
Kleinman 1998

Options for analysis of transcribed data

These four approaches all use some type of **coding** and the **development of themes**

- Grounded theory & constant comparison
- Thematic analysis
- Interpretive phenomenological analysis (IPA - psychology)
- Framework (structured for applied work)
- ~~Narrative analysis~~
content of a s
- Conversation analysis (fine grained)

Sidnell & Stivers 2012
Heritage 2009

Coding interview transcripts

- Mechanics:
 - Manually
 - Using Microsoft Word
 - Using an analysis software package



What coding looks like

		then sort of	
2.			
3.	Returning happily	Charlie: come back yeah quite happily we we really like it round here so we just stayed.	
4.			
5.		Jenna: what was it like to grow up round here?	Comment [JC1]: Asking about particular period of her life, assumed she had grown up ONLY here
6.			
7.	Childhood	Charlie: well I, I originally grew up in Place A until I was about 14 and then we moved to the area here. Ashley's been here his whole life erm so since I've been here I've really like it because it was a, erm all the sort of same things that I had in Place A, nice shops [J: yeah] nice bars [J: yeah] erm lots of nice places to go and eat and then we, coz we were in the countryside and childhood/adulthood I did a lot of horse riding and things like that so it was great for me [J: yeah] so it was on the	Comment [JC2]: Partners role in where she lives

In Word

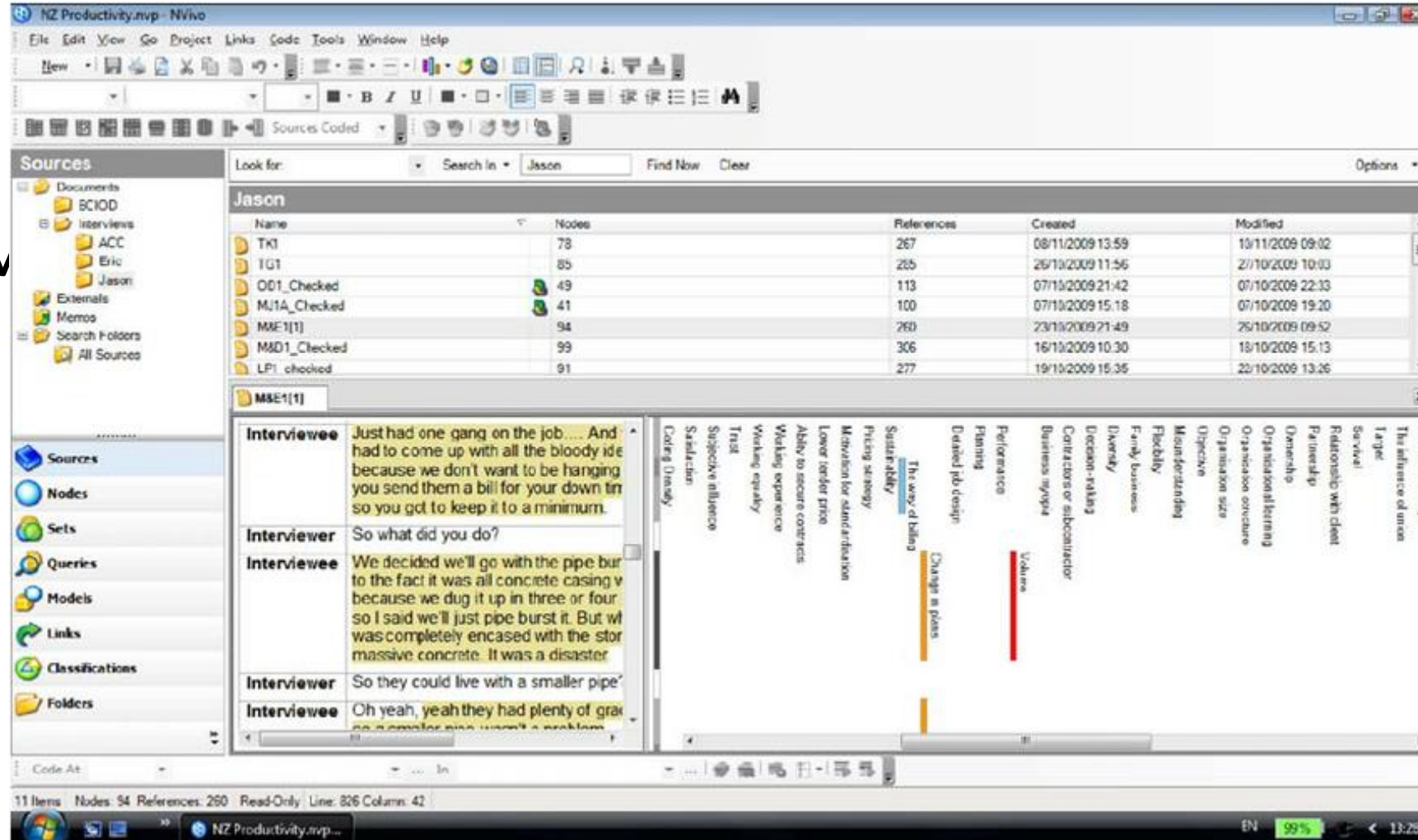
When you move into your own home, you're alone. There is no bustle of people around the house. I miss having someone to chat to when I get home. I put the TV or some music so there's some background noise, the silence makes me feel so alone. Sometimes I will be sat watching trash TV and thinking I should be out doing something rather than watching this rubbish. I read a lot but sometimes I am too tired and just want to veg out. But it's been good to move out of mum and dads as it's not healthy to rely on them as they won't last forever. I become independent and made my own decisions. It's good they still there when I need them. It's good to have some distance as when I was at home I was arguing a lot with my dad and that was made me decide it was time to go.

feelings
Living alone
New relationship with parents
Independence
Old relationship with parents
Argument with Dad
Relation with father

On paper

What coding looks like

- ADD IN



The screenshot shows the NVivo software interface. The top menu bar includes File, Edit, View, Go, Project, Links, Code, Tools, Window, and Help. Below the menu is a toolbar with various icons. The main window is divided into several panes:

- Sources:** A tree view on the left showing folders like Documents, Interviews, Externals, Memos, and Search Folders. Under Interviews, there are sub-folders for ACC, Eric, and Jason.
- Search Results:** A table titled 'Jason' showing search results. The table has columns for Name, Nodes, References, Created, and Modified.

Name	Nodes	References	Created	Modified
TK1	78	267	08/11/2009 13:59	10/11/2009 09:02
IG1	85	285	26/10/2009 11:56	27/10/2009 10:03
OD1_Checked	49	113	07/10/2009 21:42	07/10/2009 22:33
MJ1A_Checked	41	100	07/10/2009 15:18	07/10/2009 19:20
MME1(1)	94	260	23/10/2009 21:49	25/10/2009 09:52
MMD1_Checked	99	306	16/10/2009 10:30	18/10/2009 15:13
LP1_checked	91	277	19/10/2009 15:35	20/10/2009 13:26
- Code View:** A pane on the right showing a list of codes. The code 'The way of billing' is highlighted in blue. Other codes include 'Performance', 'Planning', 'Detailed job design', 'Business systems', 'Decision-making', 'Contractors or subcontractor', 'Diversity', 'Family business', 'Flexibility', 'Mainstreaming', 'Organisational learning', 'Organisation size', 'Organisational structure', 'Relationship with client', 'Patience', 'Survival', 'The influence of unson', 'Larger', and 'Health and safety'.
- Text View:** A pane on the left showing interview transcripts. The text is highlighted in yellow, indicating it has been coded. The text includes:

Interviewee: Just had one gang on the job.... And had to come up with all the bloody idea because we don't want to be hanging you send them a bill for your down time so you got to keep it to a minimum.

Interviewer: So what did you do?

Interviewee: We decided we'll go with the pipe but to the fact it was all concrete casing v because we dug it up in three or four so I said we'll just pipe burst it. But it was completely encased with the store massive concrete. It was a disaster.

Interviewer: So they could live with a smaller pipe?

Interviewee: Oh yeah, yeah they had plenty of grass a smaller pipe wasn't a problem.

The bottom status bar shows: 11 Items, Nodes: 94, References: 260, Read-Only, Line: 826, Column: 42. The taskbar at the bottom shows the system tray with the date 13/25 and 99% battery.

CAQDAS - Computer Assisted Qualitative Data Analysis (Fielding and Lee 1991)

- Provides a structure to the analysis process
- Good for managing large datasets
- Facilitates searching and exploration of data
- Enables coding and retrieval of data
- Accessible to others; provides space for memos, comments etc
- Quicker for developing and modifying coding frameworks
- Helps to visualise data – shows content and structure of cases, codes, etc

Disadvantages of using CAQDAS

- At their most basic they are ‘code and retrieve’ support tools
- Limited use for some methods/data (CA, structured observations)
- They won’t do the hard thinking for you! They are essentially data management packages
- Easy to get lost in operations – leading to purely descriptive ‘pattern analysis’ instead of deeper more theoretically informed analysis.