Topic 18

Qualitative Data Analysis
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- Field analysis
- Transcribe the interviews word for word (verbatim)
- Intensive analysis
- Development of categories
- Data analysis procedures
- Data saturation
- Data management using Ethnograpph 5.0
- Presentation & interpretation of qualitative data
Field analysis

• Data analysis is done simultaneously during data collection.
• Researcher as an instrument – jot down on understanding, meaning & hunches related to the phenomena.
• Emerging categories.
• On filed analysis guide/focus the next data collection.
• Discussion with peers & writing memos to clarify the phenomena.
• Development of themes.
All data from the interviews were transcribed word for word (verbatim) on papers or to the computer.

Describe in details include the questions asked & the answers from the informants/subject.

Field notes/memos gave additional meanings or understanding of the phenomena.

Identify the emerging categories & code the categories.
Development of categories – a category is main idea base on the data/evidences (words from the subject).

Emerging categories are compared, contrast & rearranged to give clarification & meaning of the phenomena.

Can classify the categories in themes.
Analytical procedures in data analysis

- Individually analytical process
  - Comparing the available data to get the evidences for each category and the relationship with other categories.

- Continuous constant comparison
  - Record & classify emerging categories in one set of interview & continuously compare the categories to the next set of interviews.
  - Generate evidences from the words/statement from informants for the categories.
Data saturation

- Where there is more new categories emerge from the data during data collection.
- If the same category is said by several informants.
• Using software, Ethnograph 5.0

• Categories are given codes and Ethnograph 5.0 can classify these categories/codes with the evidences or data.
• The data are presented in themes with several categories.

• Each theme is narrated & support it with words or statement made by the informants.