Analyzing Qualitative Data and Presenting Findings in Chapter 4

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QUALITATIVE DATA ANALYSIS
Suggested Reading

RESEARCH STRATEGY IDENTIFICATION

RESEARCH PROBLEM

RESEARCH PURPOSE

RESEARCH QUESTIONS

APPROPRIATE TECHNIQUES
RESEARCH STRATEGY IDENTIFICATION

• RESEARCH PROBLEM


RESEARCH PURPOSE


RESEARCH QUESTIONS


ISSUES TO BE EXPLORED


APPROPRIATE TECHNIQUES
OVERVIEW OF QUALITATIVE ANALYSIS

• Data Collection • Data display

• Data reduction • Conclusions: drawing / verifying

(Miles & Huberman, 1984; 1994)
INTERACTIVE PROCESS OF DATA ANALYSIS

- Data collection
- Data display
- Reflection on Data
- Data Coding
- Data distillation (reduction)
- Generation of Themes
- Story interpretation

ITERATIVE

SIMULTANEOUS
QUALITATIVE ANALYSIS (Dey, 1993)

describing

Connecting  Classifying
Qualitative analysis as an iterative spiral

Dey, 1993
In this section of your Design chapter mention the following characteristics of the process:

Data analysis is an eclectic process (Tesch, 1990)

1. Occurs **simultaneously and iterative** with data collection, data interpretation and report writing (Creswell, 2002; Miles & Huberman, 1984)

2. Is based on the on data **reduction** and **interpretation** - decontextualisation & recontextualisation (Marshall & Rossman, 1989; Tesch, 1990)
2. Data Analysis Procedures

3. Represents information in *matrices*—*displays of information*, spatial format that presents information systematically to reader

   3. (Miles and Huberman, 1984)

      A I page example of this must be placed in this chapter eventually

      • *Display categories by informants, sites and other* ...
      • *Tables of tabular information showing relationships among categories of information*

4. Identifies the coding procedure to be used to reduce information to themes / categories (Tesch, 1990, pp142-145).
Categorisation and Themes

1. Constant comparative content analysis
2. Themes generated from the literature review
3. Themes embedded in instrument questions
4. Themes embedded in research questions
5. Combination of any of above
DATA ORGANISATION (Miles & Huberman, 1994)

DEVELOP MATRICES: VISUAL IMAGES OF INFORMATION

Comparison tables – themes, participants, sites
Heirarchical trees visually representing themes & their relations
Figures in boxes to indicate the processes, time sequence, evolution of themes
Organising the data by type interviews, observations, documents
Organising by participants or sites combinations

See Michael Dredge’s Power point at the end of this sequence on this issue.
DATA ANALYSIS

• MANUAL
  – LESS THAN 500 PAGES OF TRANSCRIPTS OR FIELD NOTES
  – WANT TO “FEEL” CLOSE TO DATA
  – CANNOT AFFORD TO HAVE ALL INTERVIEWS TRANSCRIBED
  – (4 HRS TO TRANSCRIBE 1 HR TAPE INTERVIEW)

• COMPUTER
  – MORE THAN 500 PAGES OF DATA
  – CAN AFFORD PROGRAM AND TRANSCRIBER
  – ATLAS.ti
  – QSR N5 (NUD8IST 5.0)
  – NVivo
  – Ethnograph
  – WinMAX
  – HyperResearch
CODING DATA (see Tesch, pp142 -145)

1. Get sense of whole: read all carefully
2. Pick one document “what is its underlying meaning” write thoughts themes in margin
3. Do this for several informants; Cluster together similar topics; arrange topics into major topics, unique topics, left overs
4. Revisit data with topics; Abbreviate the topics as codes; Re-analyse. Do new codes emerge?
5. Turn topics into themes
6. Reduce number of themes by grouping similar themes
7. Diagrammatize the basics of the numbers 5 & 6
8. Finalise abbreviations- alphabetise codes
9. Perform preliminary analysis on material belonging to each theme
10. If necessary, recode existing data

Always include in your design chapter a page of text (exhibit 4.x) illustrating the how you code the text
CODING PROCESS  (Creswell, 2002)

(Matrix example)

Read text data

Many pages of texts

Divide text into segments of information

Many segments of texts

Code segments

30 – 40 codes

Code reduced to 20

Reduce Codes

Codes reduced to 5 -7 themes

Collapse codes into themes
Description of Data Analysis (Matrix example)

In your analysis chapter you would present a diagram such as this at the beginning but with actual contextual material to illustrate the flow of your analysis. You would “flag” this overview in your Design chapter and refer specifically to it.

Stage 1
Data collection, display reflection

Stage 2
Data coding & distillation

Stage 3
Generation of key themes

Stage 4
Story report & conclusions

Initial data analysis

Major and minor topics

Theme 1
Theme 2
Theme 3
Theme 4

Final interpretation