

Steps for Analysing Qualitative Data

- Read data set; get a sense of the whole (thematic analysis)
- Pay attention to the topic, not just what is said: “What is this about?”
- After reading 5 or 6 sets of data, make a list of common topics/themes
- Group topics in similar categories
- Think about relationships between categories
- Give categories a code name or number
- Try and put the codes by segments in text
- Are new themes emerging? Refine your coding system
- Make a coding manual
- Ascribe abbreviations for category names
- Code (and re-code) the data set
- (If possible) Have someone else code transcripts using your coding manual.

Writing up the Findings

- Look at themes and categories that have emerged
- Use these to structure written presentations
- Use direct quotations to illustrate analysis
- Diagrams and pictures