Qualitative Analysis
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General Purpose:

Find meaning that subjects attach to human interaction.
Qualitative Analysis: Characteristics

(1) Free-form
(2) Concurrent to data collection
(3) Data are words and symbols
   Multiple meanings
   Context based
(4) Focus: Constructing theory
   Combining empirical evidence to build concepts
Coding

Coding is the process through which a researcher finds meaning in the data (notes of observations, interview transcripts, etc.)
Coding: Purposes

(1) Reducing the data to a manageable size
(2) Finding patterns
(3) Developing categories/concepts
Coding: Process

Iterative (trial and error) process

(1) Open Coding
    Finding themes

(2) Axial Coding
    Organizing themes into meaningful categories
Finding Meaning

(1) Noting patterns and themes

(2) Clustering or factoring

(3) Subsuming particulars to the general

(4) Counting
Finding Meaning

(5) Making contrasts and comparisons

(6) Finding intervening variables

(7) Building a logical chain of evidence