

# 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: Purpopses

- (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