Qualitative Analysis
Qualititative Analysis

“A qualitative researcher develops explanations or generalizations that are close to concrete data and contexts but are more than simple descriptions. Explanations tend to be rich in detail, sensitive to context, and capable of showing the complex processes or sequences of social life. The explanations may be causal, but this is not always the case. The researcher’s goal is to organize specific details into a coherent picture, model, or set of interlocked concepts.”

(2003) p. 440
Qualitative Analysis: Characteristics

(1) Less standardized and prescriptive than quantitative analysis
(2) Concurrent with data collection (not sequential as in quantitative)
(3) Data consist of words, and therefore less precise and more subject to interpretation
(4) Focus is on building concepts and constructing theory and meaning
Qualititative Analysis: Coding

Coding is a process of reducing mounds of data down to a manageable size.

Open Coding
Axial Coding
Selective Coding
Coding

From Neuman (2004) p. 325
Qualitative Analysis: Finding Meaning

“People are meaning-finders; they can very quickly make sense of the most chaotic events. Our equilibrium depends on such skills: We keep the world consistent and predictable by organizing and interpreting it. The critical question is whether the meanings you find in qualitative data are valid, repeatable and right.”

-Miles & Huberman (1994)
Qualitative Analysis: Strategies for Finding Meaning

(1) Noting patterns & themes
(2) Clustering or factoring
(3) Subsuming particulars to the general
(4) Counting
(5) Making contrasts and comparisons
(6) Finding intervening variables
(7) Building a logical chain of evidence

-Miles & Huberman (1994)
Issues in Qualitative Data Analysis

(1) Rigor – ensuring a systematic approach

(2) Narrative – writing about qualitative research

(3) Analytic Memos – keeping track of the learning process