

CHAPTER 15

ANALYZING QUALITATIVE DATA

LEARNING OBJECTIVES

At the end of this chapter the student should be able to:

- Understand qualitative data analysis.
- Be able to analyze qualitative data.

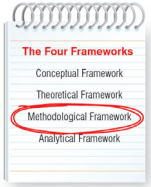
RESEARCH SKILLS

At the end of this chapter the student should, using the exercises on the accompanying online platform, be able to:

- Conduct an analysis of the data set presented.
- Critique the data provided in terms of the stated aim of the research project.

The aim of this chapter is to develop the focus on qualitative data and qualitative data analysis started in Chapter 13, 'Managing Data and Introducing Data Analysis', and to teach the student how to engage in qualitative data analysis. The chapter explains the key concepts and issues in qualitative data analysis, describes some of the different approaches to it, and demonstrates the processes and procedures involved. The student will learn in this chapter how to carry out qualitative data analysis.

RESEARCH DIARY ACTIVITIES

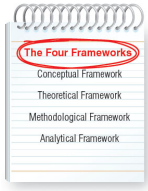


ACTIVITY 15.1

Read the research presented in the Real World Research textbox on page 434. The title of the journal article from which the synopsis is taken is 'The Rise and Relevance of Qualitative Research'.

In your research diary, write a summary of the argument made in the journal article. Note too any ideas or thoughts that you have in relation to the journal article.

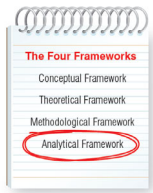
ANSWER:



ACTIVITY 15.2

In your research diary, list five ideas for qualitative research projects. Briefly develop one of those ideas: outline a research statement for the idea; an aim and a series of objectives; detail the population and sample; outline an appropriate sampling method; outline an appropriate research methodology and two data gathering methods; finally outline a means of analysing the data gathered.

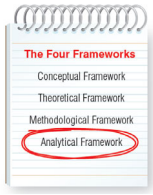
ANSWER:



ACTIVITY 15.3

In your research diary briefly outline three ways of analysing qualitative data.

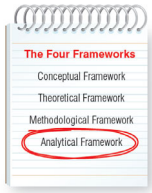
ANSWER:



ACTIVITY 15.4

In your research diary, outline the three stages in data analysis in grounded theory research.

ANSWER:



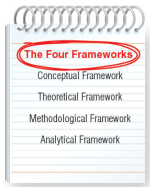
ACTIVITY 15.5

Ask 10 classmates to complete the following statement.

‘When I have completed this programme of study I expect that my career will.....’

Then analyse the data gathered using the thematic approach outlined in Table 15.2 on page 425 of the textbook. Write an account of this analysis and the key findings to emerge from this analysis in your research diary.

ANSWER:



YOUR RESEARCH DIARY

Please use this section to start your own Research Diary and keep accurate records of your research as it progresses

DATE:

RESEARCH ELEMENT/ASPECT:

Detail the topic or section of research being undertaken

SOURCE:

Record website addresses, book citations, library references, contact details etc.

SUMMARY:

Reflect on your experiences, thoughts, ideas and developments

NOTES:

Make general notes on your research, for example questions for further reflection and/or investigation, your thoughts, your observations and plans for future research.