

## 1: Analyze Qualitative Data Â« Pell Institute

*Analysis is More than Coding, Sorting and Sifting. Although some researchers suggest that disassembling, coding, and then sorting and sifting through your data, is the primary path to analyzing data / data analysis.*

Comparison of Qualitative and Quantitative Research Quantitative and qualitative research are commonly considered to differ fundamentally. Yet, their objectives as well as their applications overlap in numerous ways. Quantitative Research is considered to have as its main purpose the quantification of data. This allows generalizations of results from a sample to an entire population of interest and the measurement of the incidence of various views and opinions in a given sample. Yet, quantitative research is not infrequently followed by qualitative research which then aims to explore select findings further. Qualitative research is considered to be particularly suitable for gaining an in-depth understanding of underlying reasons and motivations. It provides insights into the setting of a problem. At the same time, it frequently generates ideas and hypotheses for later quantitative research. The main differences between quantitative and qualitative research consist in respect to data sample, data collection, data analysis, and last but not least in regard to outcomes. Data collection in qualitative research is not seldom based on unstructured or semi-structured, but methodologically flexible techniques, e. Quantitative research uses highly structured, rigid techniques such as online questionnaires, on-street or telephone interviews. Unlike qualitative research, which allows unlimited expression from respondents, quantitative research relies responses to pre-formulated questions. Its findings are often not conclusive and cannot automatically be used to make generalizations. However, it is indispensable in developing a deep understanding of a given thematic complex and sound rationale for further decision making. Quantitative research is essential for providing a broad base of insight on which typically a final course of action is recommended. Sample selection in qualitative research is usually based on a smaller number of not-necessarily representative cases. Respondents are frequently selected with the expectation that they fulfill certain criteria. In quantitative research, sample selection seeks out a large number of cases that are expected to best represent the population of interest. Individual respondents are selected at random. Qualitative data analysis is non-statistical, its methodological approach is primarily guided by the concrete material at hand. In quantitative research, the sole approach to data is statistical and takes place in the form of tabulations. Findings are usually descriptive in nature although conclusive only within the numerical framework. Rather, one could compare the two approaches as follows: Quantitative research seeks out explanatory laws whereas qualitative research aims more at in-depth description. Qualitative research measures, in hopes of developing universal laws where qualitative research can be described as an exploration of what is assumed to be a dynamic reality. Qualitative research does not claim that what is discovered in the process is universal, and thus, replicable. Common differences usually cited between these types of research include. In general, qualitative research generates rich, detailed and valid process data that contribute to the in-depth understanding of a context. Quantitative research, on the other hand, generates reliable population-based and generalizable data that is suited to establishing cause-and-effect relationships. The decision of whether to choose a quantitative or a qualitative design is ultimately a philosophical question. Which methods to choose will depend on the nature of the project, the type of information needed the context of the study and the availability of resources time, money, and human. Qualitative analysis involves a continual interplay between theory and analysis. In analyzing qualitative data, we seek to discover patterns such as changes over time or possible causal links between variables. Combining of qualitative and quantitative research is becoming more and more common. It is important to keep in mind that these are two different philosophies, not necessarily polar opposites. In fact, elements of both designs can be used together in mixed-methods studies.

## 2: Qualitative research - Wikipedia

*Qualitative data refers to non-numeric information such as interview transcripts, notes, video and audio recordings, images and text documents. Qualitative data analysis can be divided into the following five categories: 1. Content analysis. This refers to the process of categorizing verbal or*

The following module discusses the process of analyzing qualitative data. Describe the key principles and features of qualitative analysis. List and explain the 5 steps to analyzing qualitative data. Explain the common types of qualitative analysis. Qualitative data consist of words, observations, pictures, and symbols. Qualitative Data Analysis QDA refers to the processes and procedures that are used to analyze the data and provide some level of explanation, understanding, or interpretation. Qualitative data analysis typically occurs simultaneously with the data collection. Therefore, meaning and understanding often develop slowly over time in a non-linear fashion as the project progresses. Following are five key steps that are commonly followed in qualitative data analysis: Become familiar with the data. Researchers need to read and re-read the data, writing down impressions, looking for meaning and determining which pieces of data have value. In this step, researchers identify key questions that they want to answer through the analysis. One approach would be to focus the analysis on the answers to a particular question or topic, by time period, or by event. Another way to focus the analysis would be to examine the data as it relates to a case, an individual, or a particular group. Categorize the data and create a framework. This is often referred to as coding or indexing the data. The researcher starts by identifying themes or patterns that may consist of ideas, concepts, behaviors, interactions, phrases and so forth. A "code" is then assigned to those pieces of data in an effort to label the data and make it easier to organize and retrieve. A coding plan helps to provide a framework that will structure, label and define the data. The framework may be explanatory and is guided by the research question. The framework may also be exploratory in which the analysis is guided by the data that was collected. Examples of coding schemes are included in several of the Resources Links to the right on this page. Identify patterns and make connections. The researcher must now identify the themes, look for relative importance of responses received, identify relationships between themes or data sets, and attempt to find explanations from the data. QDA software may be helpful in organizing the data, assigning the coding and looking for connections. Interpret the data and explain findings. After themes, patterns, connections and relationships are identified, the researcher must attach meaning and significance to the data. It can be helpful in this process to develop lists of key ideas, create diagrams, or use models to explain the findings. It is important to remember that qualitative data does not lend itself to generalizations across a population. There are a variety of approaches to this process of analysis and interpretation. Some of the most commonly used approaches include: Content Analysis - used to analyze and interpret verbal data, or behavioral data. Content can be analyzed for descriptively or interpretatively. Narrative Analysis - used to analyze text that may come from variety of sources including transcripts from interviews, diaries, field notes, surveys and other written forms. Narrative analysis often involves reformulating stories presented by people in different context and based on their different experiences. Discourse Analysis - a method of analyzing naturally occurring spoken interactions and written text and is concerned with the social context in which the communication occurred. It focuses on how language is used in everyday life and looks at how people express themselves. Grounded Theory - also called analytic induction. This is a method that attempts to develop causal explanations of a phenomenon from one or more cases being studied. Explanations are altered as additional cases are studied until the researcher arrives at a statement that fits all cases. Conversation Analysis - examines the use of language by people as a type of action or skilled accomplishment. A key concept in this analysis is the principle of people taking turns in conversation. Meanings are usually shaped in the context of the exchange itself. The above approaches to qualitative analysis are just a few of the most common types. For more details and information regarding additional approaches, explore the Resource Links on this page and follow the link below:

*Qualitative Research: Data Collection, Analysis, and Management Jane Sutton Zubin Austin, BScPhm, MBA, MISC, PhD, is a Professor in the Leslie Dan Faculty of Pharmacy and Murray B Koffler Chair in Management, University of Toronto, Toronto, Ontario.*

Qualitative research is the collection and analysis of non-numerical data. Interviews, surveys, and observation are all methods of obtaining qualitative research data. Research is a process that pertains creatively undertaking a systematic work to understand more about either human beings and their ways of life, the society as a whole, or their culture. It is done through two structured methods: This article will discuss qualitative research. Qualitative research is one of the social researches in which the researcher collects non-numerical data and uses the interpretation of this data to understand a social life of a targeted community or population. Data collection is a process that involves gathering and evaluating the information obtained from the participants in a systematic manner that helps one get answers for the research topic. In qualitative research, this can be done through two ways, either through direct conversation with the people or participating in a group discussion. However, due to its time-consuming nature, data is mostly collected from a smaller number of samples using the following various methods: However, an interview is the most commonly used method of generating data. Other favorite ways of generating data among the qualitative researchers are the examination of personal documents, photographs, and public and government reports, a process called content analysis. Knowing the methods of collecting data alone may not be beneficial unless you learn how to obtain only the critical data. To do so, a researcher should ask the following question: How will I use the collected data in a manner that makes sense to the research? And as the researcher collects data, the following questions should be the guiding principles in the whole process: Who are the participants? What should I focus? What is the extra information that I should obtain? What is new among the participants? Is the new factor in the participants affect the research and if so, how? Types of Data Collection

**Direct Observation** In the direct observation, the researchers joined the participants during their daily routine only as an observer without interfering or involving himself or herself in their activities. The people under the study are aware, and therefore the research should be done in a place that does not need privacy. For instance, the researcher might choose to find out how people of a particular community interact when they meet in their social places.

**Open-ended Surveys** Despite the leaning towards quantitative research, in this method, the questions are designed in a manner that gives the participant room to provide information more than what the researcher requires. For example, research can be conducted to find out not just the popular former president of a given country but also the reasons why he or she is famous. The group freely discussed the topic, and the researcher notes any important information.

**In-depth Interviews** This is where the researcher speaks directly to every participant in one-on-one pacing. The interviewer approaches the participant with an already determined number of questions or the sub-topics for deliberation. The questions are not restrictive but allow room for additional information during the conversation. Also, the researcher can have some topics of interest that will enable him or her guide the direction of the discussion.

**Oral History** This method is used to formulate historical patterns of events, community, group, and mostly involves some in-depth interviews carried out with either one or more participants for an extended period.

**Participant Observation** It is almost like the observation method, but in participant observation, the researcher carries the same action as the participant with the aim of getting first-hand information.

**Content Analysis** This method had been used by sociologists to determine the social life of communities through the interpretation of words, and images from film, music, documents, art, and other indigenous products. The researcher finds out how the images or words are used and in which context to draw a conclusion about the cultural perspective of a particular community.

**Analyzing the Data** Once the researcher has gathered enough data, the next and determining step is called Data Analysis. Qualitatively, data analysis involves the following steps: We will briefly explain the steps. This involves converting the visual and audible data into a written manner that will form the researcher judgment. This process can be facilitated by the use of Microsoft Word in a computer. It pertains finding phrases or words

## WHAT IS DATA ANALYSIS IN QUALITATIVE RESEARCH pdf

with similarities and placing them in one category after doing the sorting. This process is essential in classifying more extensive data with same characteristics into what is called themes so that the whole relationship can be understood. Interpretation and generalization of data: It is essential to take note that, the guiding principle in qualitative data interpretation is the researcher impression. He or she observes the examined data and interpret by forming an individual opinion and report in a structured qualitative form. This page was last updated on November 10,

## 4: Analyzing Qualitative Data - Center for Innovation in Research and Teaching

*Data analysis in qualitative research is defined as the process of systematically searching and arranging the interview transcripts, observation notes, or other non-textual materials that the researcher accumulates to increase the understanding of the phenomenon.<sup>7</sup> The process of analysing qualitative data predominantly involves coding or.*

Creating, researching and analysing qualitative data. Everyone has a story to tell. Statistics are great for giving you a quick overview of a situation or problem. But behind every number is a person, with a story about why they act and what they do. If you are trying to understand social problems, the causes and solutions are not based on simple causations. Of the millions of people involved, each one is an individual, shaped by their own choices and their unique environment. While everyone has different actions, there may be common causes and themes, or problems that only apply to specific parts of the population. Deep understanding. Qualitative research is based on this kind of deep understanding of people and issues. Sometimes a group discussion makes the issue come alive, and focus groups can illustrate the dynamics of many actors. We can also understand an issue by looking at what has already been written about a topic, for example through document analysis of newspaper articles, research findings or government policies. But to get this depth of understanding requires a lot of time, and a lot of data. Not quantity, but quality this is where qualitative comes from. Not thousands of short questionnaires, but dozens of detailed stories. Managing all this detailed data can be time consuming. If you want to show the difference between when someone is angry because they are threatened, and angry because they are wronged, it needs a human reader to see the nuance. Qualitative data analysis is inherently a manual process. Qualitative data analysis. Researchers need a way of guiding themselves and others through detailed data, to sort and organise sources and themes, to explore the patterns, and crucially, ways to communicate findings. Quirkos is qualitative research software that brings all your text sources in one place, and lets you pull out common themes and issues. You can categorise your responses, so that with a click you can compare one group of responses against another. It generates reports that include visual representations of the data, ideal for reports or presentations that are more than just words and numbers, and communicates the trends in a flash. Clear communication is essential to get understanding across organisations, leading to actions and solutions. Users. At its heart, Quirkos helps people manage, sort and understand text sources. That means it can be useful to anyone that works with large amounts of written material. In public services, evaluation and feedback on policy or service changes can be analysed together with statute and governance documents. Authors, historians, policy developers, charities, think-tanks and lobbyists could all use Quirkos to manage their text sources, and communicate their findings visually. Users could even include lawyers: Product development teams can get customer feedback from e-mails, surveys and focus groups analysed right next to the product brief. In market research, companies can investigate the market, get feedback from users and potential customers, and integrate this with expert reports. Researchers might also use Quirkos for literature reviews, writing a paper, or completing a Masters or PhD thesis by keeping other articles, sources, and references together. Students can use it for school projects, looking at newspaper articles on a curriculum topic, or doing a survey of classmates. Quirkos can let young researchers play and explore text data, helping them find new patterns and challenging their assumptions. And unlike most qualitative analysis software, Quirkos is so intuitive that participants and clients can use it to engage in the analysis with you, making the end users, who are the real experts, part of the process. Find out more about the features of Quirkos here , or read about the general functions of software for qualitative analysis. We also have dozens of articles on our blog about general qualitative research issues. You can also watch a video overview of qualitative research: For more information on qualitative research methods, read the extensive guide written for Family Health International or a lighter, but still detailed guide from MSF. To understand what is involved in analysing qualitative data, read this excellent paper by Pope, Ziebald and Mays from the University of Oxford. Our blog also has more than articles introducing many different aspects of qualitative analysis. There is an overview of articles on qualitative methods , and another collection on coding and analysing qualitative data.

### 5: What is qualitative research? | In-depth qualitative data analysis | Quirkos

*Unquestionably, data analysis is the most complex and mysterious of all of the phases of a qualitative project, and the one that receives the least thoughtful discussion in the literature.*

Quantitative analysis uses exact inputs such as profit margins , debt ratios , earnings multiples , and the like. Of course, for the time being, a human has to write the program that crunches these numbers, and that involves a fair bit of subjective judgment. Qualitative analysis, on the other hand, deals with intangible, inexact concerns that belong to the social and experiential realm rather than the mathematical one. This approach depends on the kind of intelligence that machines currently lack, since things like positive associations with a brand, management trustworthiness, customer satisfaction, competitive advantage and cultural shifts are difficult, arguably impossible, to capture with numerical inputs. Elements of Qualitative Analysis Qualitative analysis can sound almost like "listening to your gut," and indeed many qualitative analysts would argue that gut feelings have their place in the process. That does not mean, however, that it is not a rigorous approach. Indeed, it can consume much more time and energy than quantitative analysis. People are central to qualitative analysis. One of the most important factors is their experience in the industry. Their reputations are also key: Their relationships with business partners are also worth exploring, since these can have a direct impact on operations. Perhaps more important is the way employees view the company and its management. What is the workplace culture like? Overly hierarchical offices promote intrigue and competition and sap productive energy; a sleepy, unmotivated environment can mean employees are mainly concerned with punching the clock. The ideal is a vibrant, creative culture that attracts top talent. Admittedly, answers to these questions can be difficult to come by. Fortune CEOs are not known for sitting down with small-time investors for a chat or showing them around the corporate headquarters. In part, Warren Buffet is able to use qualitative analysis so effectively because people are so willing to give him access to their time and information. Clear, transparent communication and coherent strategies are good. When you try to actually use the airline, however, you find the website bug-ridden, the customer service reps cranky, the extra fees petty and your fellow passengers resentful. Now the financials appear to tell a less attractive story: What gives the firm an enduring leg up over its rivals? Has it invented a new technology that competitors will find hard to replicate, or that has intellectual property protection? Does it have a unique approach to solving a problem for its customers? Is its brand globally recognizedâ€”in a good way? Does its product have cultural resonance or an element of nostalgia? Will there still be a market for it in twenty years? If you can plausibly imagine another company stepping in and doing what this one does just a little bit better, then the barrier to entry may be too low. The idea behind quantitative analysis is to measure things; the idea behind qualitative analysis is to understand them. The latter requires a holistic view and a fact-based overarching narrative. Silicon Valley is, for better or worse, a different beast. Quantitative measures can act as a check on these tendencies.

## 6: Difference between qualitative and quantitative research.

*Qualitative data analysis is an iterative and reflexive process that begins as data are being collected rather than after data collection has ceased (Stake ). Next to her field notes or interview transcripts, the qualita -*

By Saul McLeod , updated There exists a fundamental distinction between two types of data: Qualitative Research Qualitative research is empirical research where the data are not in the form of numbers Punch, , p. Qualitative research is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them. Denzin and Lincoln , p. Since psychologists study people, the traditional approach to science is not seen as an appropriate way of carrying out research, since it fails to capture the totality of human experience and the essence of what it is to be human. Exploring the experience of participants is known as a phenomenological approach re: The aim of qualitative research is to understand the social reality of individuals, groups and cultures as nearly as possible as its participants feel it or live it. Thus, people and groups, are studied in their natural setting. Methods used to obtain qualitative data Qualitative researchers use a variety of methods to develop deep understandings of how people perceive their social realities and in consequence, how they act within the social world. For example, diary accounts, open-ended questionnaires , documents, participant observation , and ethnography. The researcher has several methods for collecting empirical materials, ranging from the interview to direct observation, to the analysis of artifacts, documents, and cultural records, to the use of visual materials or personal experience. This allows the respondent to talk in some depth, choosing their own words. Notice that qualitative data could be much more than just words or text. Photographs, videos, sound recordings and so on, can be considered qualitative data. Data Analysis Qualitative research is endlessly creative and interpretive. The researcher does not just leave the field with mountains of empirical data and then easily write up his or her findings. Key Features Events can be understood adequately only if they are seen in context. The contexts of inquiry are not contrived; they are natural. Nothing is predefined or taken for granted. Qualitative researchers want those who are studied to speak for themselves, to provide their perspectives in words and other actions. Therefore, qualitative research is an interactive process in which the persons studied teach the researcher about their lives. The qualitative researcher is an integral part of the data, without the active participation of the researcher, no data exists. The design of the study evolves during the research, and can be adjusted or changed as it progresses. For the qualitative researcher, there is no single reality, it is subjective and exist only in reference to the observer. Theory is data driven, and emerges as part of the research process, evolving from the data as they are collected. Limitations Because of the time and costs involved, qualitative designs do not generally draw samples from large-scale data sets. The problem of adequate validity or reliability is a major criticism. Because of the subjective nature of qualitative data and its origin in single contexts, it is difficult to apply conventional standards of reliability and validity. For example, because of the central role played by the researcher in the generation of data, it is not possible to replicate qualitative studies. Also, contexts, situations, events, conditions, and interactions cannot be replicated to any extent nor can generalizations be made to a wider context than the one studied with any confidence The time required for data collection, analysis and interpretation are lengthy. Analysis of qualitative data is difficult and expert knowledge of an area is necessary to try to interpret qualitative data, and great care must be taken when doing so, for example, if looking for symptoms of mental illness. This allows the researcher to find issues that are often missed such as subtleties and complexities by the scientific, more positivistic inquiries. Qualitative descriptions can play the important role of suggesting possible relationships, causes, effects and dynamic processes. Qualitative research uses a descriptive, narrative style; this research might be of particular benefit to the practitioner as she or he could turn to qualitative reports in order to examine forms of knowledge that might otherwise be unavailable, thereby gaining new insight. Quantitative Research Quantitative research gathers data in a numerical form which can be put into categories, or in rank order, or measured in units of measurement. This type of data can be used to construct graphs and tables of raw data. Research is used to test

a theory and ultimately support or reject it. Methods used to obtain quantitative data Experiments typically yield quantitative data, as they are concerned with measuring things. However, other research methods, such as controlled observations and questionnaires can produce both quantitative information. For example, a rating scale or closed questions on a questionnaire would generate quantitative data as these produce either numerical data or data that can be put into categories e. Experimental methods limit the possible ways in which a research participant can react to and express appropriate social behavior. Findings are therefore likely to be context-bound and simply a reflection of the assumptions which the researcher brings to the investigation. Data Analysis Statistics help us turn quantitative data into useful information to help with decision making. We can use statistics to summarise our data, describing patterns, relationships, and connections. Statistics can be descriptive or inferential. Descriptive statistics help us to summarise our data whereas inferential statistics are used to identify statistically significant differences between groups of data such as intervention and control groups in a randomised control study. Key Features Quantitative researchers try to control extraneous variables by conducting their studies in the lab. The research aims for objectivity i. The design of the study is determined before it begins. For the quantitative researcher reality is objective and exist separately to the researcher, and is capable of being seen by anyone. Quantitative experiments do not take place in natural settings. In addition, they do not allow participants to explain their choices or the meaning of the questions may have for those participants Carr, Poor knowledge of the application of statistical analysis may negatively affect analysis and subsequent interpretation Black, Variability of data quantity: Large sample sizes are needed for more accurate analysis. Small scale quantitative studies may be less reliable because of the low quantity of data Denscombe, This also affects the ability to generalize study findings to wider populations. The researcher might miss observing phenomena because of focus on theory or hypothesis testing rather than on the theory of hypothesis generation. Quantitative data can be interpreted with statistical analysis, and since statistics are based on the principles of mathematics, the quantitative approach is viewed as scientifically objective, and rational Carr, ; Denscombe, Useful for testing and validating already constructed theories. Sophisticated software removes much of the need for prolonged data analysis, especially with large volumes of data involved Antonius, Quantitative data is based on measured values and can be checked by others because numerical data is less open to ambiguities of interpretation. Hypotheses can also be tested because of the used of statistical analysis Antonius, Interpreting quantitative data with SPSS. Doing quantitative research in the social sciences: An integrated approach to research design, measurement and statistics. Using thematic analysis in psychology. Qualitative Research in Psychology, 3, 77â€” The strengths and weaknesses of quantitative and qualitative research: Journal of advanced nursing, 20 4 , The Good Research Guide: Handbook of Qualitative Research. The discovery of grounded theory; strategies for qualitative research. Nursing research, 17 4 , Introduction to Social Research: Quantitative and Qualitative Approaches. Sage How to reference this article:

## 7: Types of Qualitative Data - Center for Innovation in Research and Teaching

*Text analysis is a data analysis method that is distinctly different from all other qualitative research methods, where researchers analyze the social life of the participants in the research study and decode the words, actions etc.*

Step 6 Process and Record Data Immediately As soon as data is collected it is critical that you immediately process the information and record detailed notes. These notes could include: It is helpful to make a reflection sheet template that you carry with you and complete after each interaction so that it is standardized across all data collection points. Begin Analyzing as Data is Being Collected Qualitative data analysis should begin as soon as you begin collecting the first piece of information. The moment the first pieces of data are collected you should begin reviewing the data and mentally processing it for themes or patterns that were exhibited. It is important to do this early so that you will be focused on these patterns and themes as they appear in subsequent data you collect. Data Reduction Qualitative studies generally produce a wealth of data but not all of it is meaningful. After data has been collected, you will need to undergo a data reduction process in order to identify and focus in on what is meaningful. This is the process of reducing and transforming your raw data. It is your job as the evaluator to comb through the raw data to determine what is significant and transform the data into a simplified format that can be understood in the context of the research questions Krathwohl, ; Miles and Huberman, ; NSF, When trying to discern what is meaningful data you should always refer back to your research questions and use them as your framework. Additionally, you should rely on your own intuition as the evaluator and the expertise of other individuals with a thorough understanding of the program. This step does not happen in isolation, it naturally occurs during the first two steps. You are already reducing data by not recording every single thing that occurs in your data collection interaction but only recording what you felt was most meaningful, usable, and relevant. You are also reducing data by looking for themes from the beginning. This process helps you hone in on specific patterns and themes of interest while not focusing on other aspects of the data. The process of data reduction, however, must go beyond the data collection stage. Evaluators must take time to carefully review all of the data you have collected as a whole. This process is the core of qualitative data analysis. This process is generally conducted in two primary ways: Content analysis Thematic analysis The type of analysis is highly dependent on the nature of the research questions and the type s of data you collected. Sometimes a study will use one type of analysis and other times, a study may use both types Content analysis is carried out by: Coding the data for certain words or content Identifying their patterns Interpreting their meanings. This type of coding is done by going through all of the text and labeling words, phrases, and sections of text either using words or symbols that relate to your research questions of interest. After the data is coded you can sort and examine the data by code to look for patterns. Thematic analysis â€” grouping the data into themes that will help answer the research question s. These themes may be Taylor-Powell and Renner, Directly evolved from the research questions and were pre-set before data collection even began, or Naturally emerged from the data as the study was conducted. Once your themes have been identified it is useful to group the data into thematic groups so that you can analyze the meaning of the themes and connect them back to the research question s. Data Display After identifying themes or content patterns, assemble, organize, and compress the data into a display that facilitates conclusion drawing. Through this process you should be able to identify patterns and relationships observed within groups and across groups. For example, using our Summer Program study, you could examine patterns and themes both within a program city and across program cities. Conclusion Drawing and Verification Conclusion drawing and verification are the final step in qualitative data analysis. Step back and interpret what all of your findings mean Determine how your findings help answer the research question s Draw implications from your findings To verify these conclusions, you must revisit the data multiple times to confirm the conclusions that you have drawn.

## 8: Qualitative and Quantitative Data Analysis

*While defining quantitative and qualitative research based on their uses and purposes may be considered a practical approach for researcher, the difference actually lies on their roots: Quality and quantity.*

How Can It Help? For some researchers it became a good tone to combine both for conducting the surveys and the others refuse to accept that kind of practice, taking them as two various dimensions, two various philosophies that should not be mixed in the one study. Qualitative vs Quantitative Data Analysis But what are the differences between quantitative and qualitative data analysis that make them particularly good or bad for some kind of research? The main purpose of quantitative research and analysis is to quantify the data and assess it from the angle of numbers and other commonly adopted metrics. Such kind of approach gives the ability to generalize the examples let it be a separate sample of something or the entire population such. At the same time, such kind of research in most cases is followed by the qualitative research for specifying the studying the findings more closely. That kind of research is used for getting the larger, more closeup picture of the issue in order to understand something deeper and dig the problem until the cause is found. At the same time, the qualitative research may be a preceding one to the quantitative for generating ideas. Rich and Precise The detailed picture that is rich of data and descriptions appears to be the ultimate purpose of conducting a qualitative analysis. General, Steady and Reliable For the quantitative analysis, the researcher needs to process the received data using the detailed set of classification and rules, before that the futures are classified, that helps to create the statistical models, reflecting the outcomes of the observation. Such method can be called more objective as it skips the mere coincidences or events that happen randomly leaving the place for discovering what phenomena will likely take place in the future based on given research data. Quantitative analysis constructs the precise picture of the event occurrences, it can describe the normality and the abnormality of something that takes place in statistics media. While qualitative analysis idealizes the data causing opening the gap for the rare occasions in the research results the quantitative skips the rare and random events. Analysis of Qualitative and Quantitative Data Both qualitative and quantitative data analysis bear their own value and have features that can contribute the research results of each other and enrich the research results. The combined approach involving the both methods now gaining more and more popularity among the scientists all around the world it helps to reject the biases and eliminate the breaches of the both approaches creating broader ground for studying the objects groups. It is very important to remember to take one step back from time to time in order to re-think the data gathered. Upon gaining the fresh look and new data understanding you will be able to sort and code information more successfully, reducing all unnecessary elements. Coding too many pieces of irrelevant data can take a serious negative toll on the time you spend on your research and lead to the distortions of the results. Before you started the research set the questions the resulting research should give the definite answers on, only replying to all of them will give your research its fullness. Apart of those questions you need to determine the key elements like: Who conducts the research? What are the research questions? What is the research design? When is the data collected? Who are the participants of the research? What analysis plan is used? What are the findings? Basically, the research moves through 4 big stages during which the researchers take the particular steps, defined by the research flow sequence. If you know where to get the qualitative analysis help the whole procedure will be very easy for you. Primary and secondary nuances are discussed. The data source trustworthiness verification. The data reducing stage that is based on the interpretation. The collected coded data should be ready and systematized for synthesizing your findings. As the result, the researcher should come up with new themes, taxonomies, and theories. Analysis of qualitative and quantitative data is different. For getting the flexible and precise results for your research it is important to use reliable research methods and follow the instructions for the research conduction but that is not enough. The qualitative analysis provides good opportunities to gather the profound and extensive data for the research but does not generalize the population. The quantitative analysis causes limited conclusions as it ignores the additional factors for analysis so the better practice for researchers becomes combining advantages of both analyses. Nothing easier than that when you do the research with our

help!

## 9: What is Qualitative Research? - [www.enganchecubano.com](http://www.enganchecubano.com)

*The form of the analysis is determined by the specific qualitative approach taken (field study, ethnography content analysis, oral history, biography, unobtrusive research) and the form of the data (field notes, documents, audiotape, videotape).*

History[ edit ] Sociologist Earl Babbie notes that qualitative research is "at once very old and very new. Robert Bogdan in his advanced courses on qualitative research traces the history of the development of the fields, and their particular relevance to disability and including the work of his colleague Robert Edgerton and a founder of participant observation, Howard S. These researchers embraced a qualitative research paradigm , attempting to make qualitative research as "rigorous" as quantitative research and creating myriad methods for qualitative research. Such developments were necessary as qualitative researchers won national center awards, in collaboration with their research colleagues at other universities and departments; and university administrations funded Ph. Most theoretical constructs involve a process of qualitative analysis and understanding, and construction of these concepts e. Also, during this time, researchers began to use mixed-method approaches, indicating a shift in thinking of qualitative and quantitative methods as intrinsically incompatible. However, this history is not apolitical, as this has ushered in a politics of "evidence" e. Data collection, analysis and field research design[ edit ] Qualitative researchers face many choices for techniques to generate data ranging from grounded theory [17] development and practice, narratology , storytelling , transcript poetry , classical ethnography , state or governmental studies , research and service demonstrations , focus groups , case studies , participant observation , qualitative review of statistics in order to predict future happenings, or shadowing , among many others. Qualitative methods are used in various methodological approaches, such as action research which has sociological basis, or actor-network theory. Other sources include focus groups, observation without a predefined theory like statistical theory in mind for example , reflective field notes, texts, pictures, photographs and other images, interactions and practice captured on audio or video recordings, public e. The data may be categorized and sorted into patterns i. In participant observation [27] researchers typically become members of a culture, group, or setting, and adopt roles to conform to that setting. This step in a theoretical analysis or data analytic technique is further worked on e. An alternative research hypothesis is generated which finally provides the basis of the research statement for continuing work in the fields. Some distinctive qualitative methods are the use of focus groups and key informant interviews , the latter often identified through sophisticated and sometimes, elitist, snowballing techniques. The focus group technique e. The research then must be "written up" into a report, book chapter, journal paper, thesis or dissertation, using descriptions, quotes from participants, charts and tables to demonstrate the trustworthiness of the study findings. In qualitative research, the idea of recursivity is expressed in terms of the nature of its research procedures, which may be contrasted with experimental forms of research design. From the experimental perspective, its major stages of research data collection, data analysis, discussion of the data in context of the literature, and drawing conclusions should be each undertaken once or at most a small number of times in a research study. In qualitative research however, all of the four stages above may be undertaken repeatedly until one or more specific stopping conditions are met, reflecting a nonstatic attitude to the planning and design of research activities. An example of this dynamicism might be when the qualitative researcher unexpectedly changes their research focus or design midway through a research study, based on their 1st interim data analysis, and then makes further unplanned changes again based on a 2nd interim data analysis; this would be a terrible thing to do from the perspective of an predefined experimental study of the same thing. Qualitative researchers would argue that their recursivity in developing the relevant evidence and reasoning, enables the researcher to be more open to unexpected results, more open to the potential of building new constructs, and the possibility of integrating them with the explanations developed continuously throughout a study. In fields that study households, a much debated topic is whether interviews should be conducted individually or collectively e. Survey items are piloted on study participants to test the reliability and validity of the items. This approach is similar to psychological testing using an

intelligence test like the WAIS Wechsler Adult Intelligence Survey in which the interviewer records "qualitative" i. Qualitative research is often useful in a sociological lens. Although often ignored, qualitative research is of great value to sociological studies that can shed light on the intricacies in the functionality of society and human interaction. There are several different research approaches, or research designs, that qualitative researchers use. This is often called the mixed-method approach. An example of applied ethnographic research is the study of a particular culture and their understanding of the role of a particular disease in their cultural framework. Grounded Theory is an inductive type of research, based on "grounded" in the observations or data from which it was developed; it uses a variety of data sources, including quantitative data, review of records, interviews, observation and surveys. Critical Social Research, used by a researcher to understand how people communicate and develop symbolic meanings. Ethical Inquiry, an intellectual analysis of ethical problems. It includes the study of ethics as related to obligation, rights, duty, right and wrong, choice etc. Social Science and Governmental Research to understand social services, government operations, and recommendations or not regarding future developments and programs, including whether or not government should be involved. Activist Research which aims to raise the views of the underprivileged or "underdogs" to prominence to the elite or master classes, the latter who often control the public view or positions. Foundational Research, examines the foundations for a science, analyzes the beliefs, and develops ways to specify how a knowledge base should change in light of new information. Historical Research allows one to discuss past and present events in the context of the present condition, and allows one to reflect and provide possible answers to current issues and problems. Historical research helps us in answering questions such as: Where have we come from, where are we, who are we now and where are we going? It uses visual methods of data collection, including photo, voice, photo elicitation, collaging, drawing, and mapping. These techniques have been used extensively as a participatory qualitative technique and to make the familiar strange. This section does not cite any sources. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. April Interpretive techniques [3] [ edit ] As a form of qualitative inquiry, students of interpretive inquiry interpretivists often disagree with the idea of theory-free observation or knowledge. Whilst this crucial philosophical realization is also held by researchers in other fields, interpretivists are often the most aggressive in taking this philosophical realization to its logical conclusions. To researchers outside the qualitative research field, the most common analysis of qualitative data is often perceived to be observer impression. That is, expert or bystander observers examine the data, interpret it via forming an impression and report their impression in a structured and sometimes quantitative form. Coding social sciences In general, coding refers to the act of associating meaningful ideas with the data of interest. In the context of qualitative research, interpretative aspects of the coding process are often explicitly recognized, articulated, and celebrated; producing specific words or short phrases believed to be useful abstractions over the data. As an act of sense making, most coding requires the qualitative analyst to read the data and demarcate segments within it, which may be done at multiple and different times throughout the data analysis process. When coding is complete, the analyst may prepare reports via a mix of: Some qualitative data that is highly structured e. Quantitative analysis based on codes from statistical theory is typically the capstone analytical step for this type of qualitative data. Contemporary qualitative data analyses are often supported by computer programs termed Computer Assisted Qualitative Data Analysis Software used with or without the detailed hand coding and labeling of the past decades. Many programs enhance efficiency in editing and revision of codes, which allow for more effective work sharing, peer review, recursive examination of data, and analysis of large datasets. Common Qualitative Data Analysis Software includes:

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