# Qualitative Data Analysis

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# Workshop Overview

- Learning Outcomes
  - Participants will
    - Understand basic differences between qualitative and quantitative methods
    - Be able to develop themes, categories, and theories from their data

Please tell us your name, position, and something you have learned about qualitative research since the last workshop.

**Much of this presentation draws on the work of Krueger and Casey (2000) and Taylor and Bogdan (1998).**

Krueger, R. A., & Casey, M. A. (2000). *Focus groups: A practical guide for applied research* (3rd ed.). Thousand Oaks, CA: Sage Publications.

Taylor, S. J. & Bogdan, R. (1998). *Introduction to qualitative research methods: A guidebook and resource* (3rd ed.). New York: John Wiley & Sons.

# Qualitative and Quantitative Methods Comparison

- Qualitative

- Quantitative

# Qualitative Data Analysis

According to Krueger and Casey (2000, 128-129), focus group data analysis is:

- Systematic and Sequential
  - Deliberate, planned, documented, and understood
- Verifiable
  - Another researcher should be able to arrive at similar conclusions using available documents and the data, need sufficient data to constitute a trail of evidence
- Continuing Process
  - Data collection and analysis should be conducted simultaneously

# Developing Themes, Categories, and Theories from Your Data – Using the Long-Table Approach

1. Did the participants answer the question that was asked?
   - IF YES go to Point 3
   - DON'T KNOW set it aside and review it later
   - IF NO go to Point 2
2. Does the comment answer a different question in the focus group?
   - IF YES move it to appropriate question
   - IF NO go to Point 3

# Developing Themes, Categories, and Theories from Your Data – Using the Long-Table Approach (cont.)

3. Does the comment say something of importance about the topic?
   - IF YES tape it to the newsprint under the appropriate question
   - IF NO set it aside

4. Is it like something that has been said earlier?
   - IF YES start grouping like quotes together making piles of like things
   - IF NO start a separate pile

Consider the following factors: frequency, specificity, emotion and extensiveness.

# More on Developing Themes, Categories, and Theories from Your Data

Taylor and Bogdan (1998, 144-146) offer suggestions on a few places to start when working with qualitative data:

- Look for words and phrases
- Compare statements and acts with one another to see whether there is a concept that unites them
- Look for underlying similarities between themes
- Develop generalizations
- Read the literature

What are some ways that you could improve the trustworthiness of your results?

# Reporting

- Write a descriptive summary for each question or theme

- Take a break – refocus on the big picture

- Use summaries and quotes to write report

- In a separate section, include interpretations or recommendations

# Closing Reflection

- How will you use the information presented today in the assessment of your learning community?

- What aspect of qualitative data analysis do you need to learn more about?