Qualitative Data Analysis
Use **triangulation** to find agreement and corroboration.

- Multiple data collection methods (e.g., interviews, focus groups, questionnaires, observations)
- Multiple data sources (e.g., students, teachers, parents)
- Multiple investigators
- Multiple theories
• Get feedback from participants. Ask participants their opinion of your interpretation.

• Seek peer reviews. Ask peers to challenge your findings.

• Avoid bias. Perhaps use negative-case sampling – examine a case that is different from what you are expecting to find.

• Develop a theoretical explanation. Use pattern matching – make predictions and see if the pattern is found. That pattern provides evidence to support your explanation.
Conduct **interim analysis**: collect, analyze, collect, analyze, collect, analyze…

Write **memos**: notes to yourself perhaps themes or patterns you see perhaps something that needs further examination

**Transcribe** data as soon as possible – e.g., field notes, audiotapes, interviews -- while they are fresh.
Use low-inference descriptors (e.g., direct quotes)

Identify segments of data:
Look at text line by line.
A segment may be a word, phrase, sentence, paragraph, or entire document.

Code the data:
Label the segments with a descriptive word, category, or symbol.

Make a master list of codes.
Consider reliability of coding.

**Intracoder reliability:** Be consistent with your individual coding.

**Intercoder reliability:** Look for consistency among different coders.
A priori codes: developed before you examine data

Inductive codes: developed as you examine data
Co-occurring codes: a segment of data gets coded with more than one code

Facesheet codes: apply to an entire document or case (e.g., age or gender)

Enumeration: count the number of times something appears (e.g., many people use a word or one person uses a word many times)
Hierarchical Category Systems

A set of subcategories fit under a higher level category

e.g., Fruit
  oranges
  grapefruit
  apples
  bananas