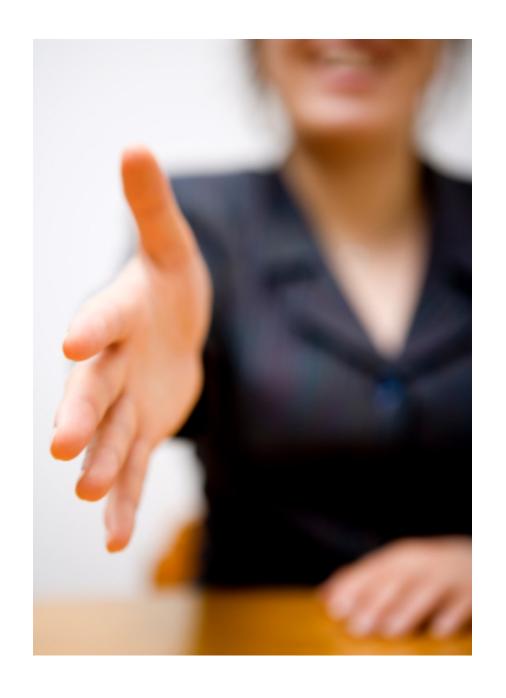


Systematic Methods for Analyzing Qualitative Data

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Qualitative Data Analysis

Qualitative Data

Qualitative Analysis

Qualitative Methods

Qualitative # Methods

	Data	
Analysis	Qualitative	Quantitative
Qualitative	Interpretation of text; Hermeneutics; Grounded theory	Search for and presentation of meaning in results of quantitative processing
Quantitative	Turning words (or images) into numbers; classic content analysis; cultural domain analysis	Statistical and mathematical analysis of numeric data

Use the right tools.



Exploratory

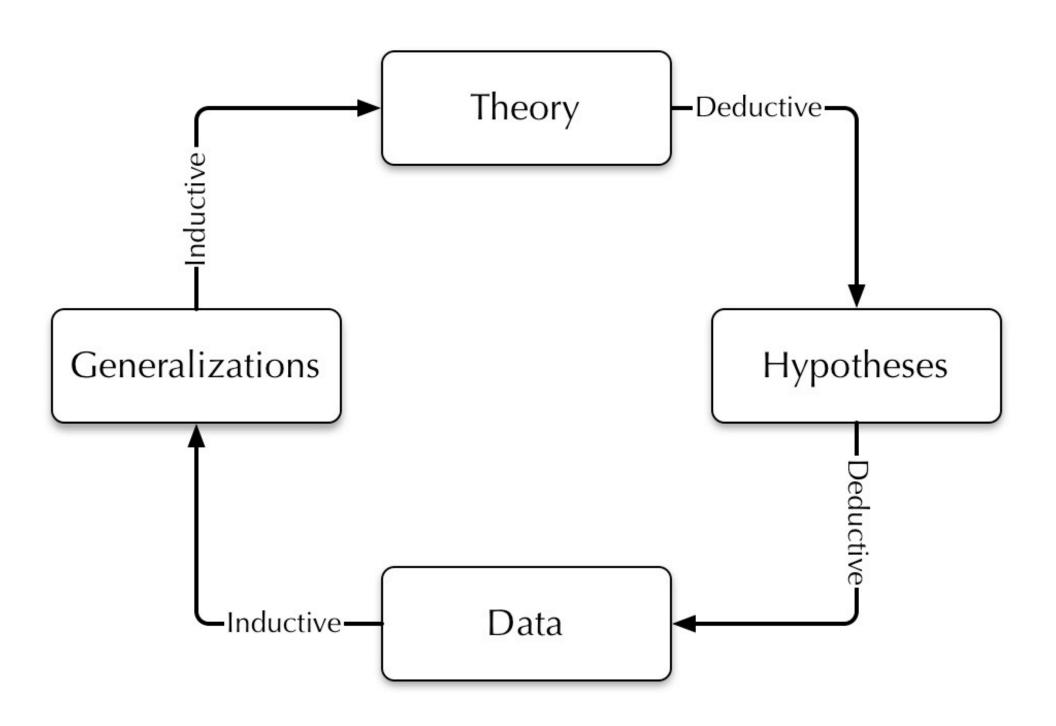
Confirmatory

Unstructured

Structured

Semistructured interviews Systematic observation Informal interviews Free lists Rankings, ratings Triads Exploratory Confirmatory Unstructured Structured Pile sorts Unstructured interviews Open-ended surveys Closed-ended surveys Participant observation

Schema analysis Content dictionaries Grounded theory Deductive coding Exploratory Confirmatory Unstructured Structured Semantic network analysis Key words in context Classic content analysis Word frequency analysis



Traditions of Text Analysis Text as Proxy for Experience Text as Object of Analysis Free-flowing Structured Analysis of: Interviews Text Conversation Analysis of: Analysis of: Performance Grammatical structure List data free lists Relational data Words Codes pile sorts, triad tests Combination **KWIC** Successive free lists Word Frequency Exploratory Confirmatory Semantic Networks Multidimensional Scaling Cluster Analysis **Grounded Theory** Content Analysis

Schema Analysis

Content Dictionaries

Correspondence Analysis

5 Building Blocks of Analysis

Identifying themes

Building and applying codebooks

Describing themes

Making comparisons

Building and testing models

