

TEXT ANALYSIS

Systematic Methods for Analyzing Qualitative Data

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Qualitative Data Analysis

Qualitative Data

Qualitative Analysis

Qualitative Methods

Qualitative \neq Methods

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

Adapted from H. Russell Bernard (1996). *Cultural Anthropology Methods Journal* 8(1).

Use the right tools.



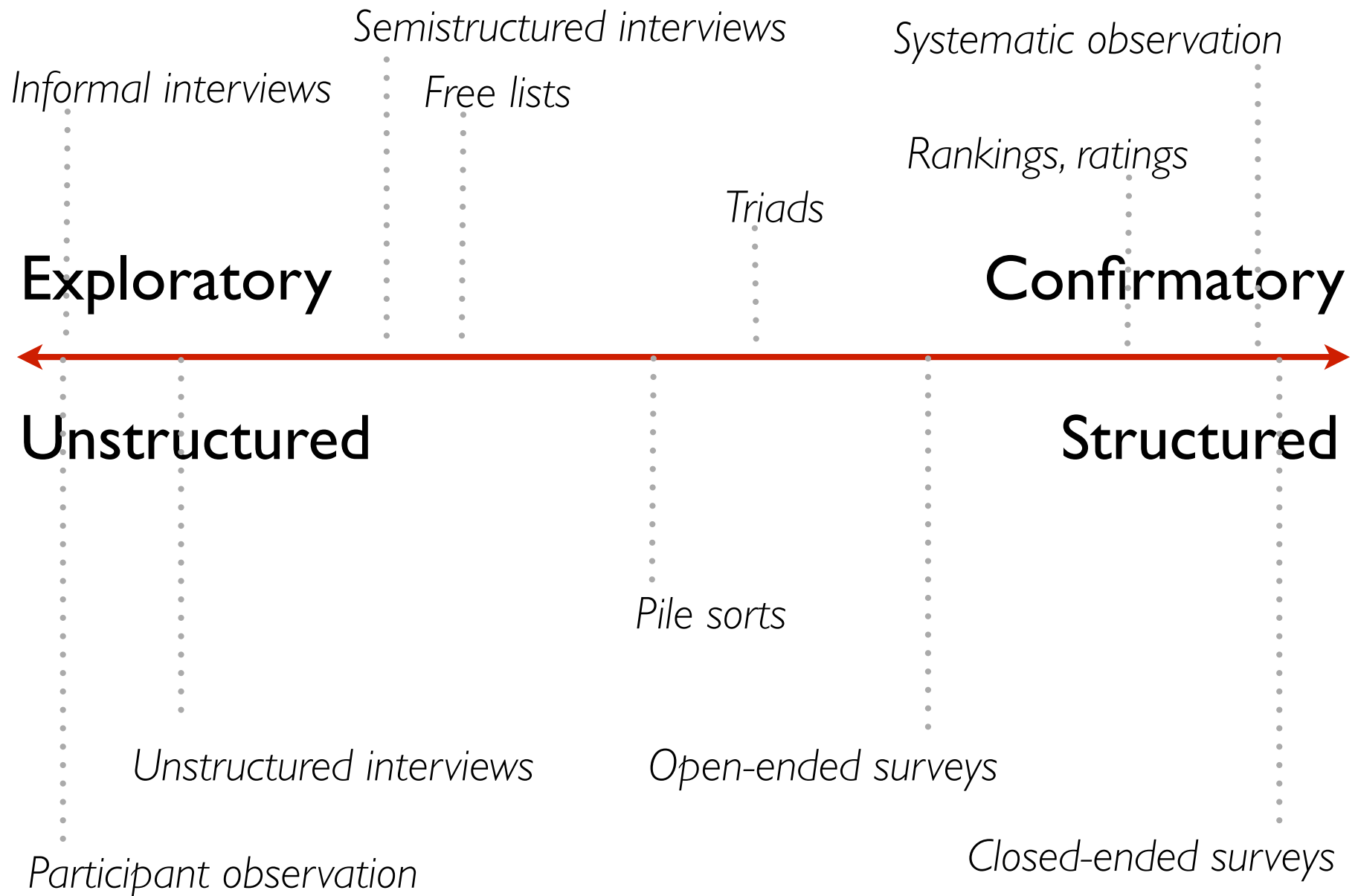
Exploratory

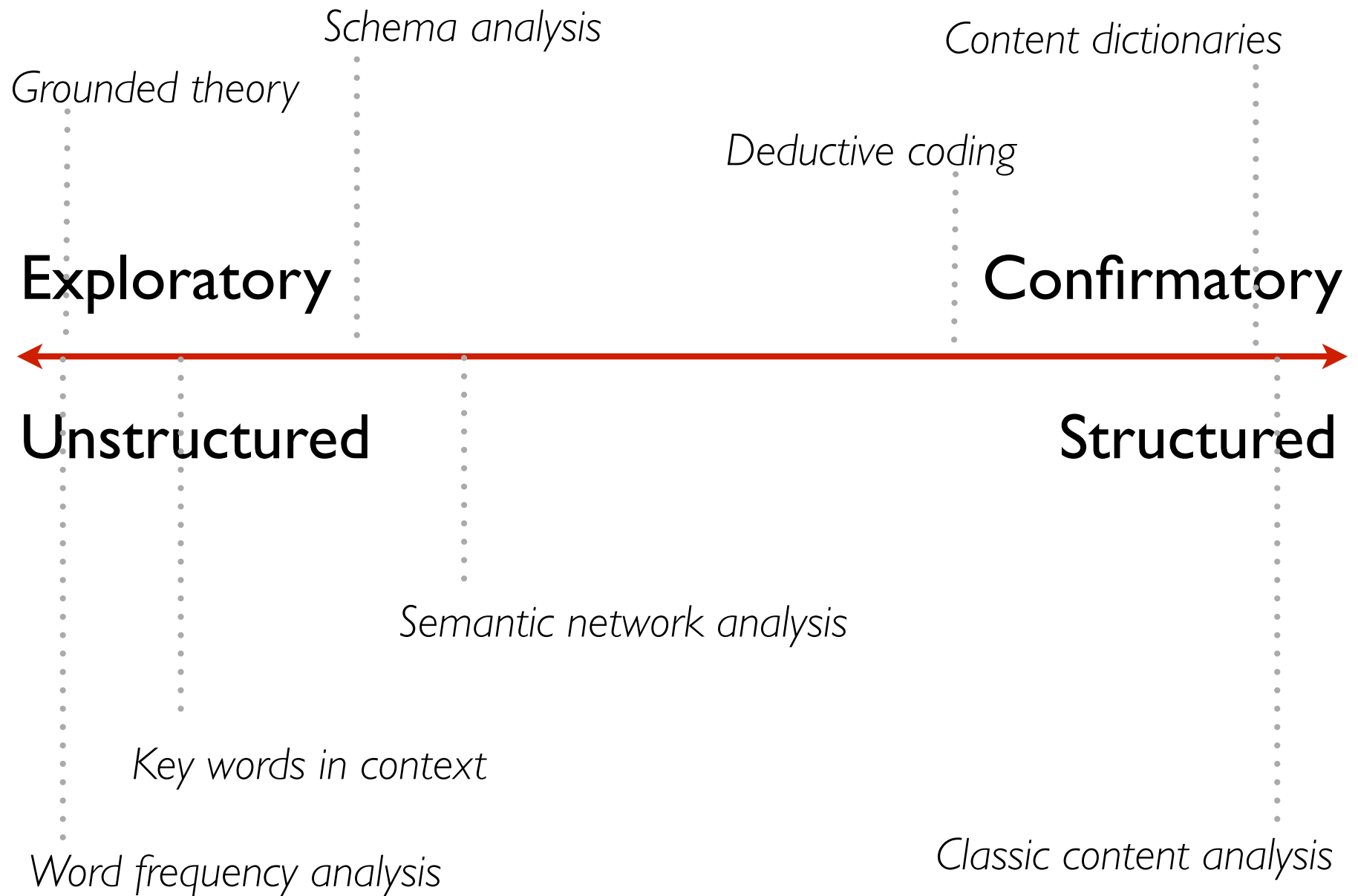
Confirmatory

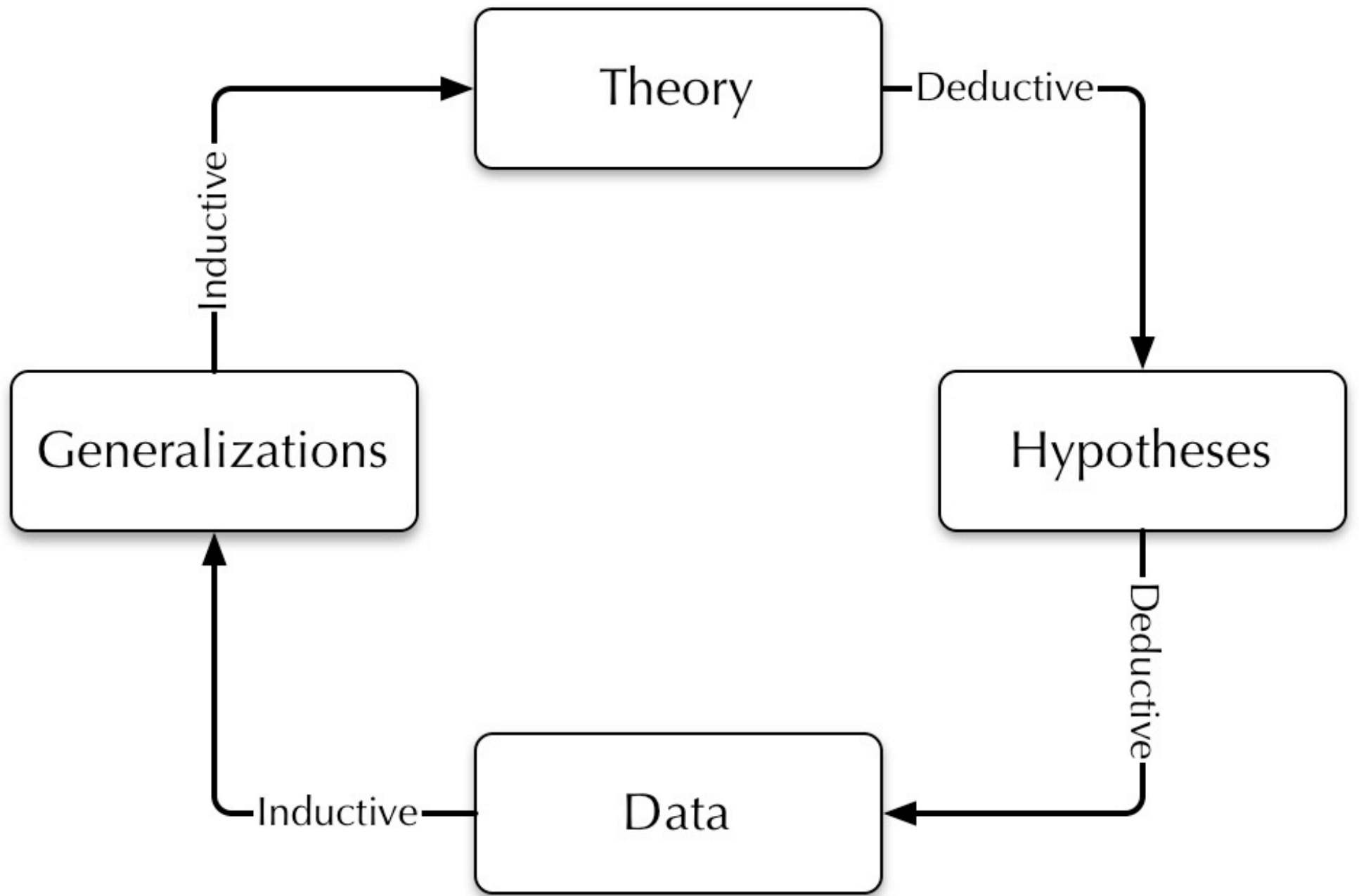


Unstructured

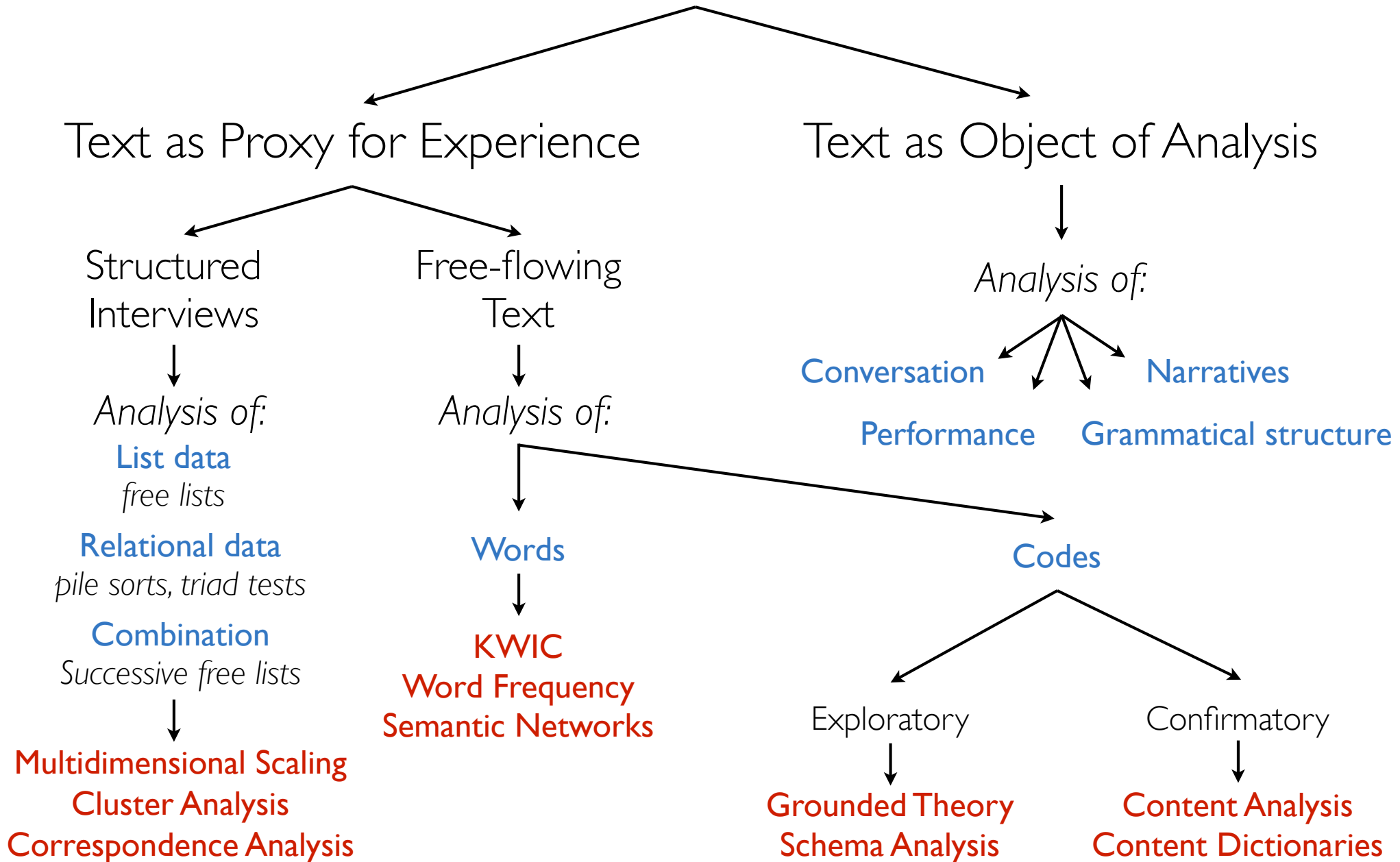
Structured







Traditions of Text Analysis



5 Building Blocks of Analysis

Identifying themes

Building and applying codebooks

Describing themes

Making comparisons

Building and testing models

