



PRACTICAL RESEARCH 1 DAY 5 - Q4

HERBERT P. VARGAS

QUALITATIVE DATA ANALYSIS

is the range of processes and procedures whereby we move from the qualitative data that have been collected, into some form of explanation, understanding or interpretation of the people and situations we are investigating.

- is usually based on an interpretative philosophy. The idea is to examine the meaningful and symbolic content of qualitative data.

STRATEGIES FOR ORGANIZING AND ANALYZING QUALITATIVE DATA

1. Convert the data into one or more forms that will be easy to organize and analyze.

- put handwritten field notes to word processing document or spreadsheet.

2. Organized data preliminary that will enable you to locate them easily as you proceed.

Case study –putting notes and incident in chronological order

Ethnographic- sorting electronic docs in desktop folders label with field observation, interview and artifacts.

STRATEGIES FOR ORGANIZING AND ANALYZING QUALITATIVE DATA

3. Identify preliminary categories that are likely to be helpful in coding the data.

Predetermined list of categories and themes derived from the research problems and its subproblems

Peruse the collected data in search of general themes

Code : Emotion ; subcode: Joy, Anxiety, Depression

STRATEGIES FOR ORGANIZING AND ANALYZING QUALITATIVE DATA

4. Divide the data into meaningful units that will be individually coded.

Interview data or lengthy written works to phrases or sentences-that will be coded separately.

5. Apply the initial coding scheme to a subset of the data.

Pilot testing of the list of codes to determine whether it will adequately capture the multi-dimensional meanings that the data hold

STRATEGIES FOR ORGANIZING AND ANALYZING QUALITATIVE DATA

6. Construct a final list of codes and subcodes, and define each code and subcode as specifically and concretely as possible.

The goal is to create a list that ensure reasonable consistency – reliability in coding the data.

7. Consider using two or more raters to code the data independently. (interrater reliability)

Have two or more people independently code the data to enhance credibility – validity of the obtained result.

STRATEGIES FOR ORGANIZING AND ANALYZING QUALITATIVE DATA

8. Identify noteworthy patterns and relationship among codes

9. Be alert for outliers, exceptions and contradiction within the data set.

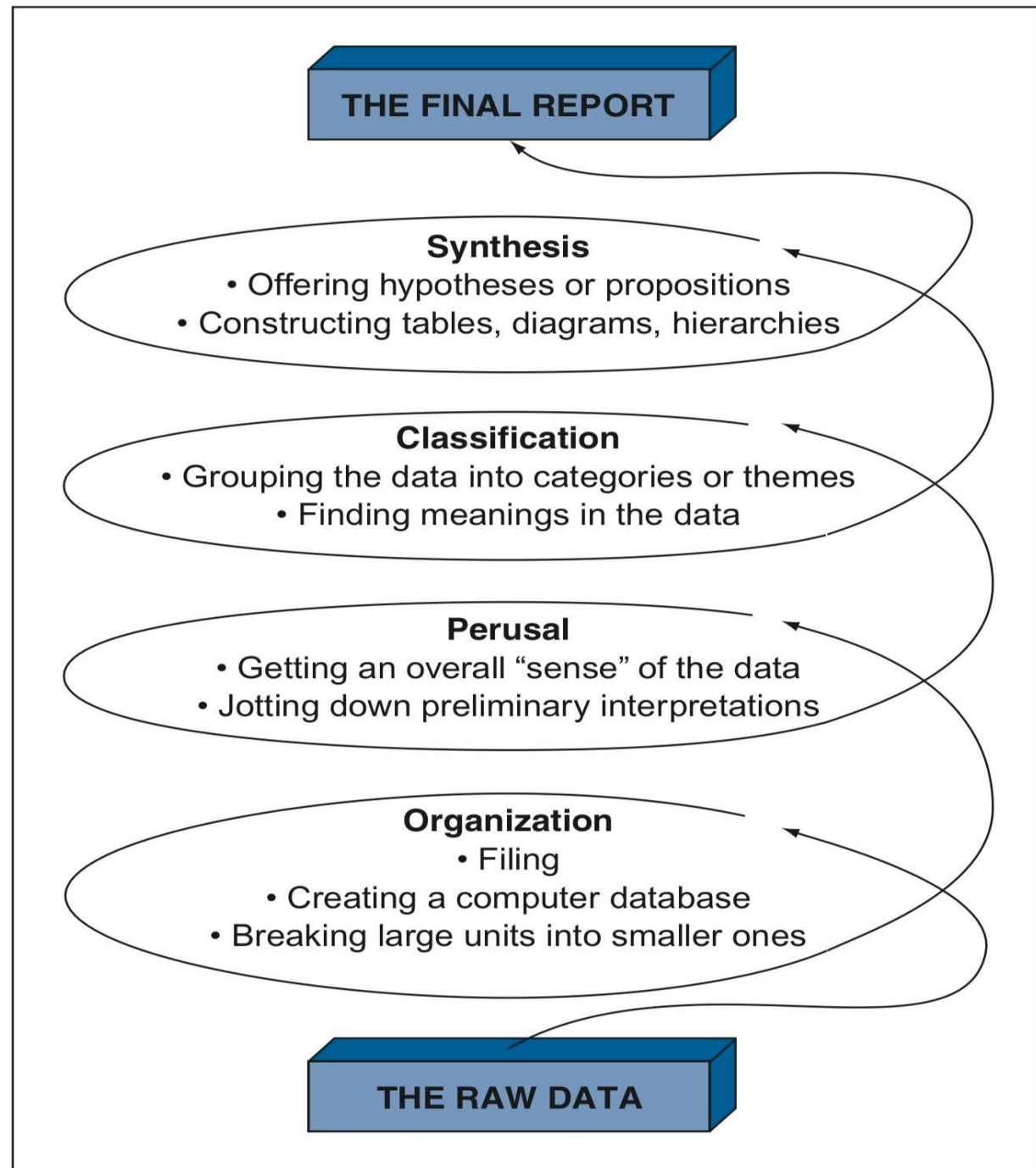
10. Interpret the data in the light of your research problems.

Making comparison and drawing contrast within the data

Connecting to find one or more existing theories

Developing a new theories

CRESWELL'S DATA ANALYSIS SPIRAL



FRAMEWORK ANALYSIS

Familiarization: Transcribing & reading the data Identifying a thematic framework: Initial coding framework which is developed both from a priori issues and from emergent issues

Coding: Using numerical or textual codes to identify specific piece of data which correspond to different themes

Charting: Charts created using headings from thematic framework.

CONTENT ANALYSIS

Content analysis is the procedure for the categorization of verbal or behavioral data for the purpose of classification, summarization and tabulation.

Questions	Categories
What makes a Quality Educational Program?	Staff (STF), Relevance (REL) Participation (PAR) Timeliness (TIM) content (CONT)
What is the benefits of Youth Mentoring Program?	Benefits to the youth (BY) Mentor (M) Family (FAM) Community (COM)

THEMATIC ANALYSIS

Analyzing the data by grouping them according to themes.

Themes either evolve directly from the research questions or preset , or naturally emerge from the resulting data

Categories	Sub-categories
Benefits to the youth (BY)	School Performance(BY-SP), Friendship (BY-F) Self-Concept (BY-SC), Role Modeling (BY-RM)
Benefits to family (FAM)	Closeness-Level (FAM-CL), Level of Satisfaction (FAM-LS), Quality Time (FAM-QT)

NARRATIVE ANALYSIS

Every interview/observation has narrative aspect. The researcher has **to sort-out and reflect up on them, enhance them and present them in a revised shape to the reader**. The core activity in narrative analysis is **to reformulate stories presented by people in different contexts** and based on their different experiences.

DISCOURSE ANALYSIS

This is a method of analyzing a naturally occurring talk (spoken interaction) and all types of written texts. It focuses on how people express themselves verbally in their everyday social life i.e. how language is used in everyday situations?

- a) Sometimes people express themselves in a simple and straightforward way
- b) Analyst must refer to the context when interpreting the message because the same phenomenon can be described in a number of different ways depending on context .

<i>Research Title</i>	<i>Elements to be coded</i>	<i>Codes</i>
Born or bred: revising The Great Man theory of leadership in the 21 st century	Leadership practice	Born leaders Made leaders Leadership effectiveness
A study into advantages and disadvantages of various entry strategies to Chinese market	Market entry strategies	Wholly-owned subsidiaries Joint-ventures Franchising Exporting Licensing

Impacts of CSR programs and initiative on brand image: a case study of Coca-Cola Company UK.

Activities, phenomenon

Philanthropy
Supporting charitable courses
Ethical behaviour
Brand awareness
Brand value

An investigation into the ways of customer relationship management in mobile marketing environment

Tactics

Viral messages
Customer retention
Popularity of social networking sites

PROGRAMS FOR DATA ANALYSIS

1. Atlas ti 6.0 (www.atlasti.com)
2. HyperRESEARCH 2.8 (www.researchware.com)
3. Max QDA (www.maxqda.com)
4. The Ethnography 5.08
5. QSR N6 (www.qsrinternational.com)
6. QSR Nvivo (www.qsrinternational.com)
7. Weft QDA (www.pressure.to/qda)
8. Open code 3.4 (www8.umu.se)

PLAN FOR DATA ANALYSIS (TASK 10)

This section indicates how data will be analyzed and reported.

It should specify the qualitative method that will be used in analyzing data gathered in the research

- Describe the Data Analysis to be used on your research
- What form(s) will your data take (Verbal materials, audio recording, video recording, others (explain))
- List down the categories and sub-categories that will be used for coding.