Qualitative Data Analysis

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Director of Digital Scholarship at CRDDS
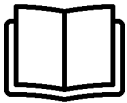Assistant Professor, Digital Scholarship Librarian

Center for Research Data & Digital Scholarship

Qualitative data describes qualities, characteristics, and concepts related to people, their experiences, and our socially constructed nature of reality.

Data Types

- Observations
- Field Notes
- Interviews
- Transcripts
- Demographic

Data Formats

- Text
- Video
- Images
- Audio
- Summary statistics

Data Collection

Just kidding!
Let's first discuss...

Consent

Privacy

Care work

Harm Reduction

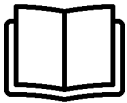Sovereignty

Institutional Review Boards

Data

Collection

Part 2

Data Types

- Observations
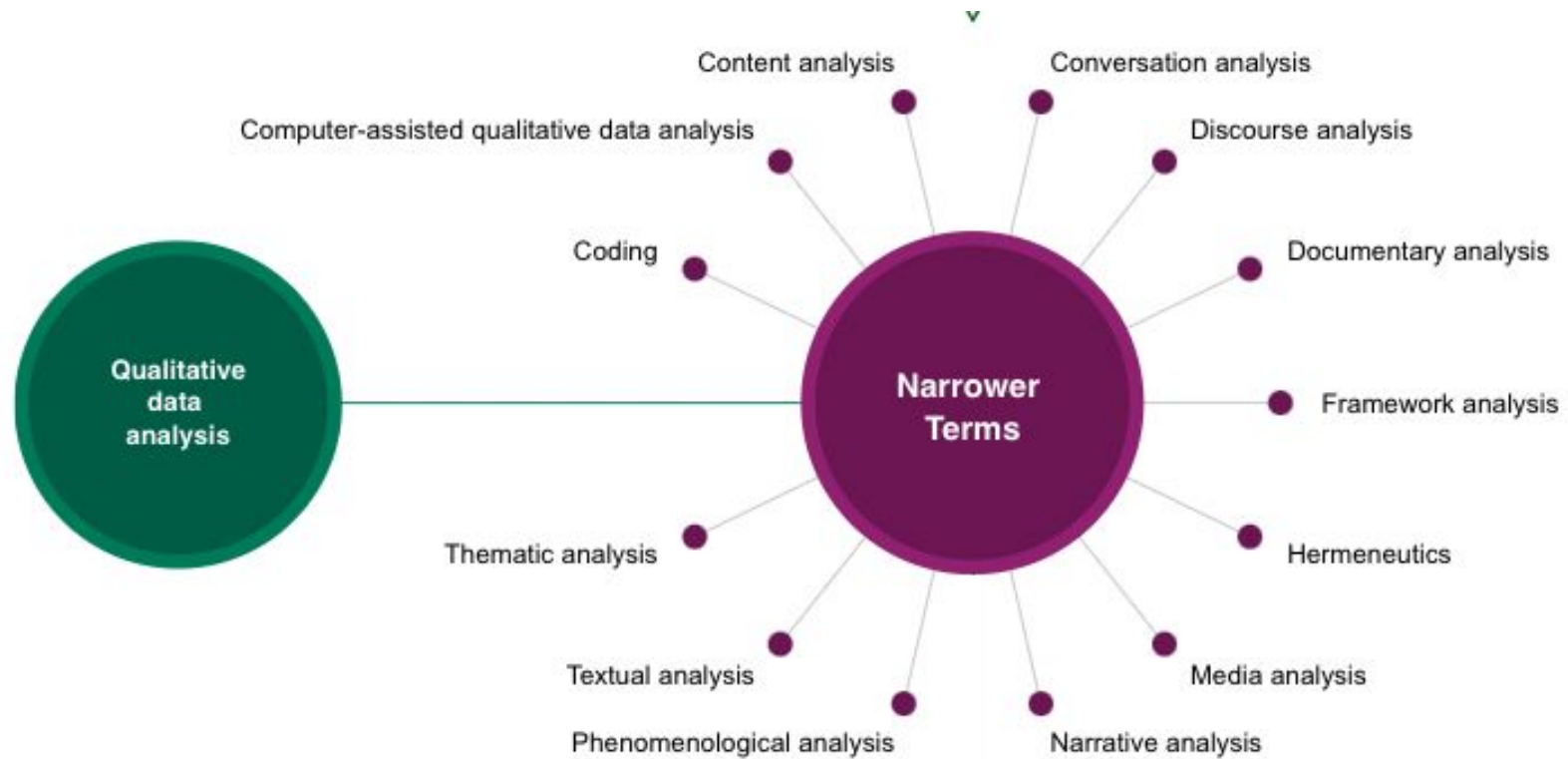- Field Notes
- Interviews
- Transcripts
- Demographic

Data Formats

- Text
- Video
- Images
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Analysis: Making Meaning

Qualitative data analysis — Narrower Terms

- Content analysis
- Conversation analysis
- Computer-assisted qualitative data analysis
- Discourse analysis
- Coding
- Documentary analysis
- Framework analysis
- Hermeneutics
- Thematic analysis
- Media analysis
- Textual analysis
- Narrative analysis
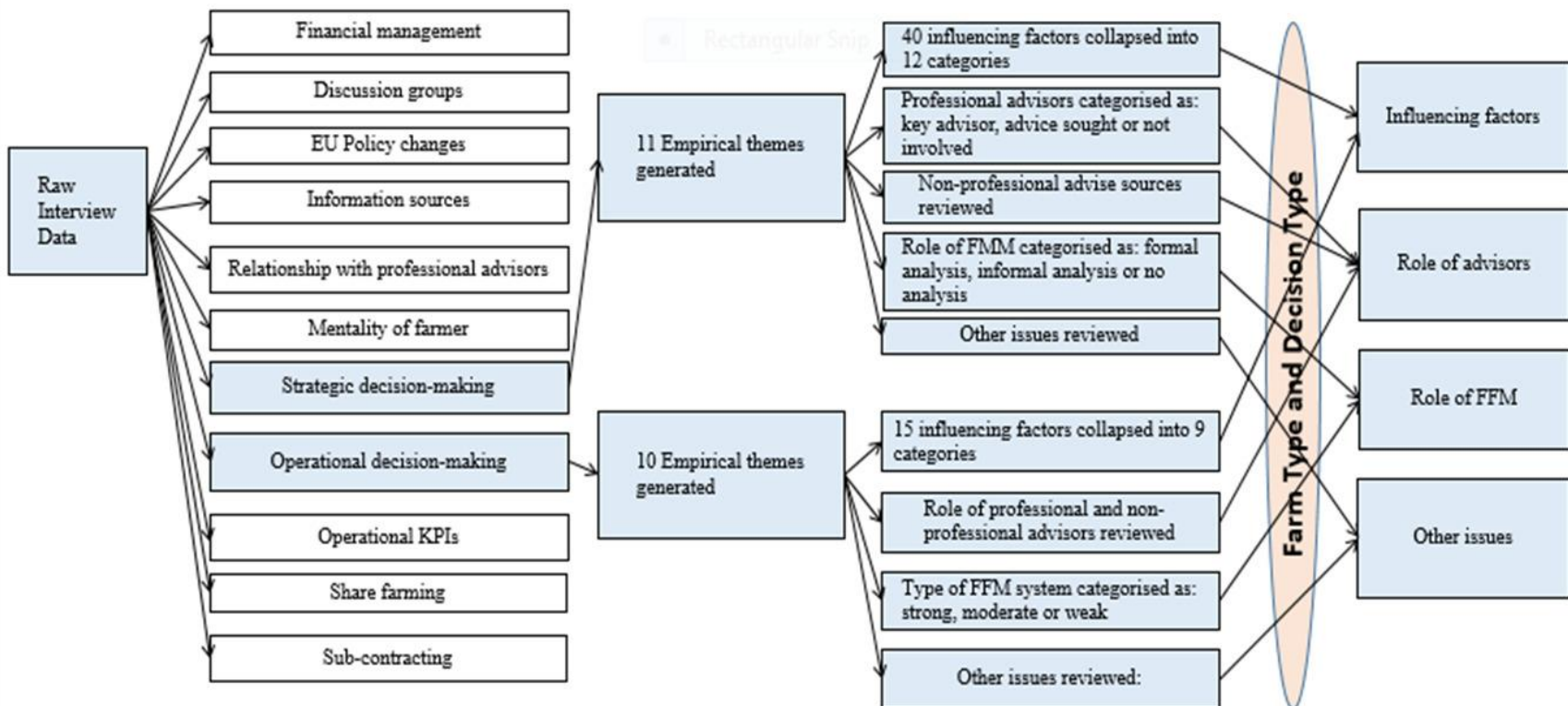- Phenomenological analysis

Coding Tree 1

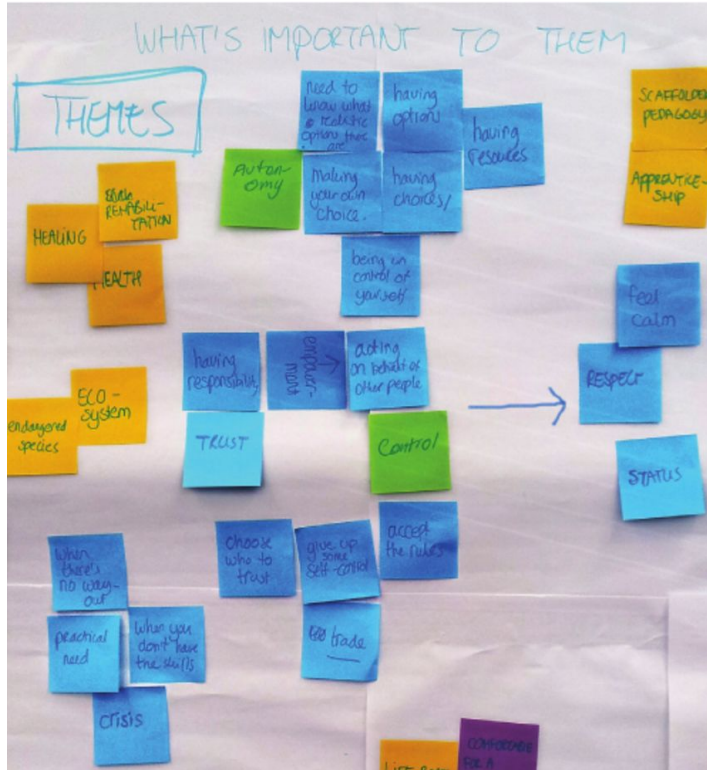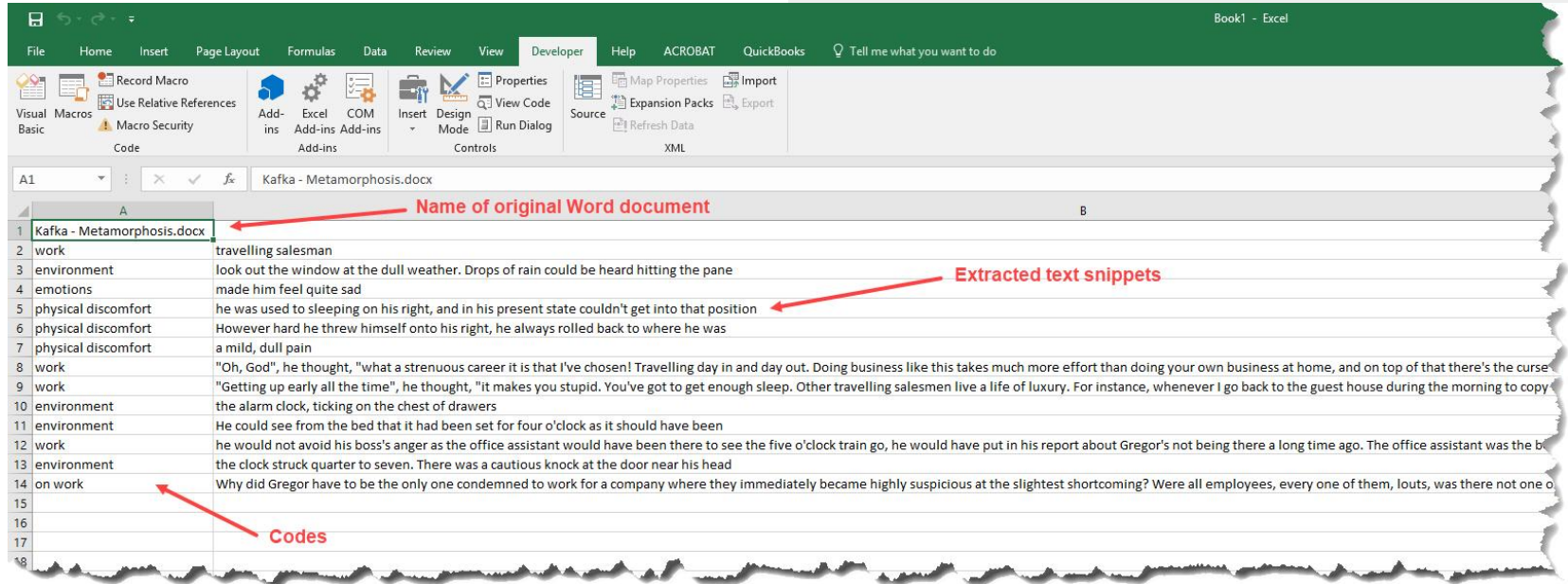| Phase 1: Familiarising yourself with the data | Phase 2: Generating initial codes 11 Areas per the interview guide (227 codes generated) | Phase 3: Searching for themes (88 codes made redundant) | Phase 4: Reviewing themes and Phase 5(a): Defining and naming themes | | Phase 6: Producing the report |

Phase 2 codes:
- Financial management
- Discussion groups
- EU Policy changes
- Information sources
- Relationship with professional advisors
- Mentality of farmer
- Strategic decision-making
- Operational decision-making
- Operational KPIs
- Share farming
- Sub-contracting

Raw Interview Data

11 Empirical themes generated:
- 40 influencing factors collapsed into 12 categories
- Professional advisors categorised as: key advisor, advice sought or not involved
- Non-professional advise sources reviewed
- Role of FMM categorised as: formal analysis, informal analysis or no analysis
- Other issues reviewed

10 Empirical themes generated:
- 15 influencing factors collapsed into 9 categories
- Role of professional and non-professional advisors reviewed
- Type of FFM system categorised as: strong, moderate or weak
- Other issues reviewed:

Farm Type and Decision Type

Phase 6:
- Influencing factors
- Role of advisors
- Role of FFM
- Other issues

Analog

- Paper, index cards
- Pens, highlighters
- Colored dots, post-its

- Considerations for Selecting Tools
  - Cost
  - Base on data types
  - Analysis approaches
  - Collaboration
  - Skill + Time
  - Features (e.g. visualizations)

Analysis Tools

CAQDAS

Computer-Aided
Qualitative Data
Analysis Software

Analysis Tools

PROGRAMMING

R packages and
Python libraries

Qualitative Data Management

Publishing and Sharing

Challenges with Sharing Qualitative Data

Challenge
Epistemological
Epistemological traditions influence whether and how qualitative data might be shared and re-used.
Potentially incommensurate 'nature' of data derived through and from different epistemological frames.
Critical epistemologies, which start from an understanding of knowledge and evidence that is partial and unique to a given individual, context and interpretation, may not be comfortable sharing qualitative data for re-use that seeks generalizability.
Ethical
Informed consent, confidentiality and anonymity associated with data to be shared is difficult to guarantee without losing value of data.
Sometimes data from past projects are of renewed interest for sharing, but were gathered before such an option was common in informed consent statements.
Lack of representation of and engagement with original research participants in synthesis work.
Ethics of openness can be made vulnerable to desires to leverage an existing evidence base and discover something new, regardless of whether such a discovery is transparent, complete or appropriate.
Practical
Fewer options than quantitative researchers for repositories that can support the diversity of data types, access restrictions and metadata needs of qualitative and multi-modal data.
Long-term financial resources necessary to maintain the infrastructure remain difficult to secure.
Lack of adequate metadata standards to ensure the appropriate and accurate re-use of qualitative data in future synthesis research.
Lack of incentives to encourage use of the resources, additions of refinements to existing data and metadata, contributions of new data, and contribution of value-added data that ultimately enhance the overall value of the commons.

Finding Qual and Hum Data

Qualitative:

- Qualitative Data Repository

- ICPSR Data Archive

- Sage Research Methods

Humanities:

- Internet Archive

- Hathi Trust

- Constellate

- Project Gutenberg

- English Corpora

Discussion

- Did any of this resonate with your work?

- Do you see any potential to use qualitative data in your research and/or teaching?

- What questions do you have about these data?