

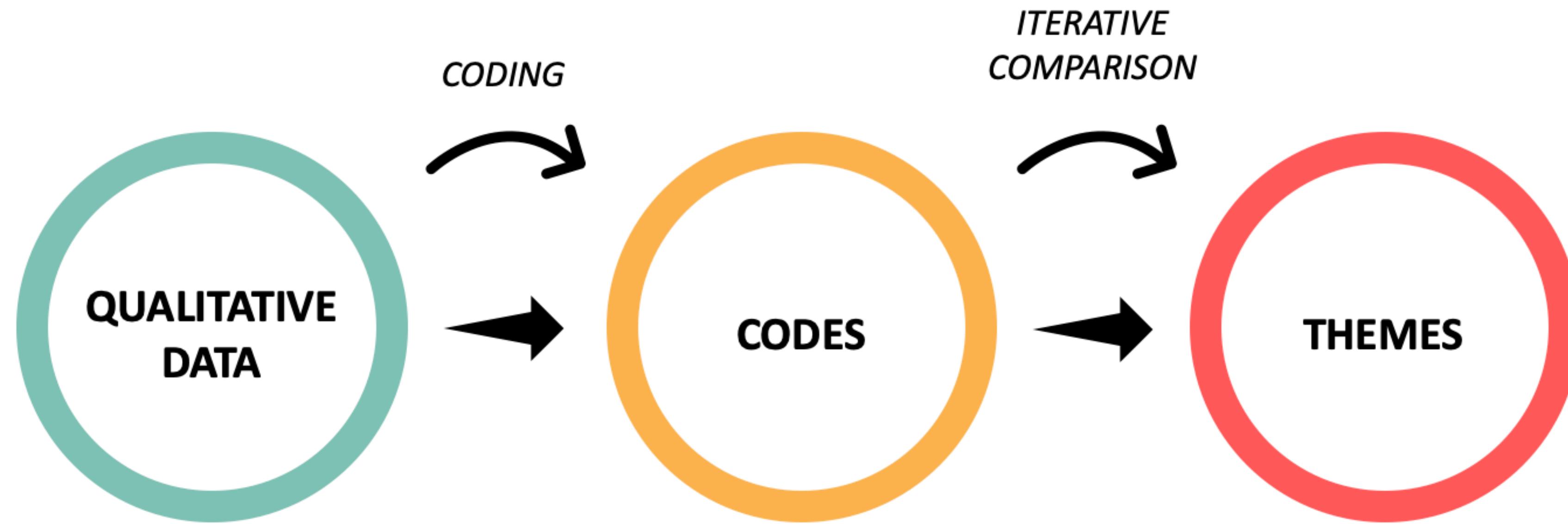
Introduction to Thematic Analysis

Dr Rachel Menzies

WHAT IS THEMATIC ANALYSIS?

What is Thematic Analysis

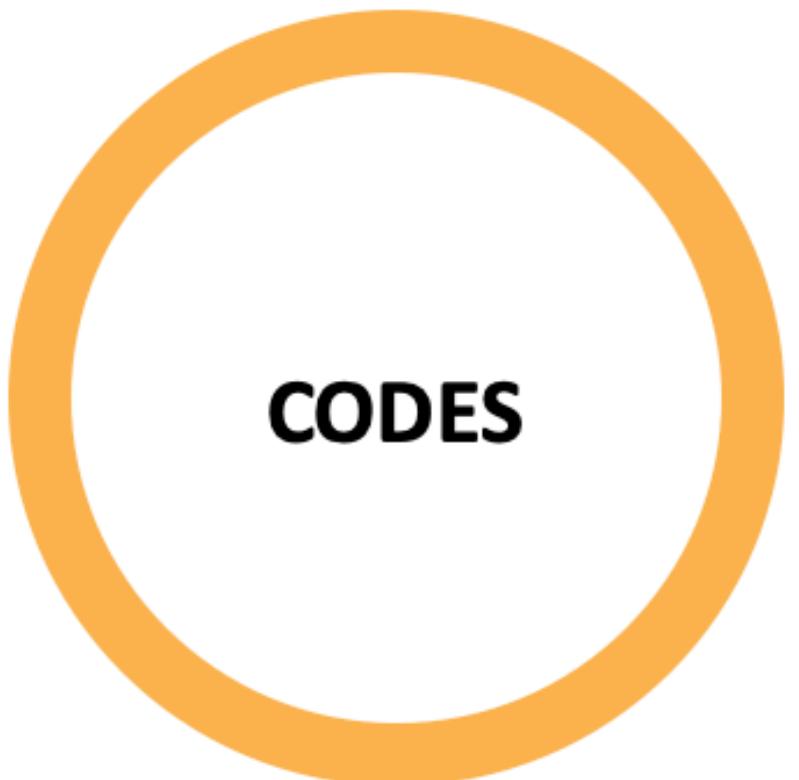
A systematic research method that focuses on identifying patterns of meaning in qualitative data.



How to Analyze Qualitative Data from UX Research: *Thematic Analysis*

nngroup.com

NN/g



A label to describe the meaning of an excerpt of data. Think of this as tagging / #hashtag

Usually there is a *label* and a *description*.



A feature from the data that emerges when related findings appear across participants or data sources.

Usually there is a *label* and a *description*.

1. Familiarisation
with the data

2. Generate initial
codes

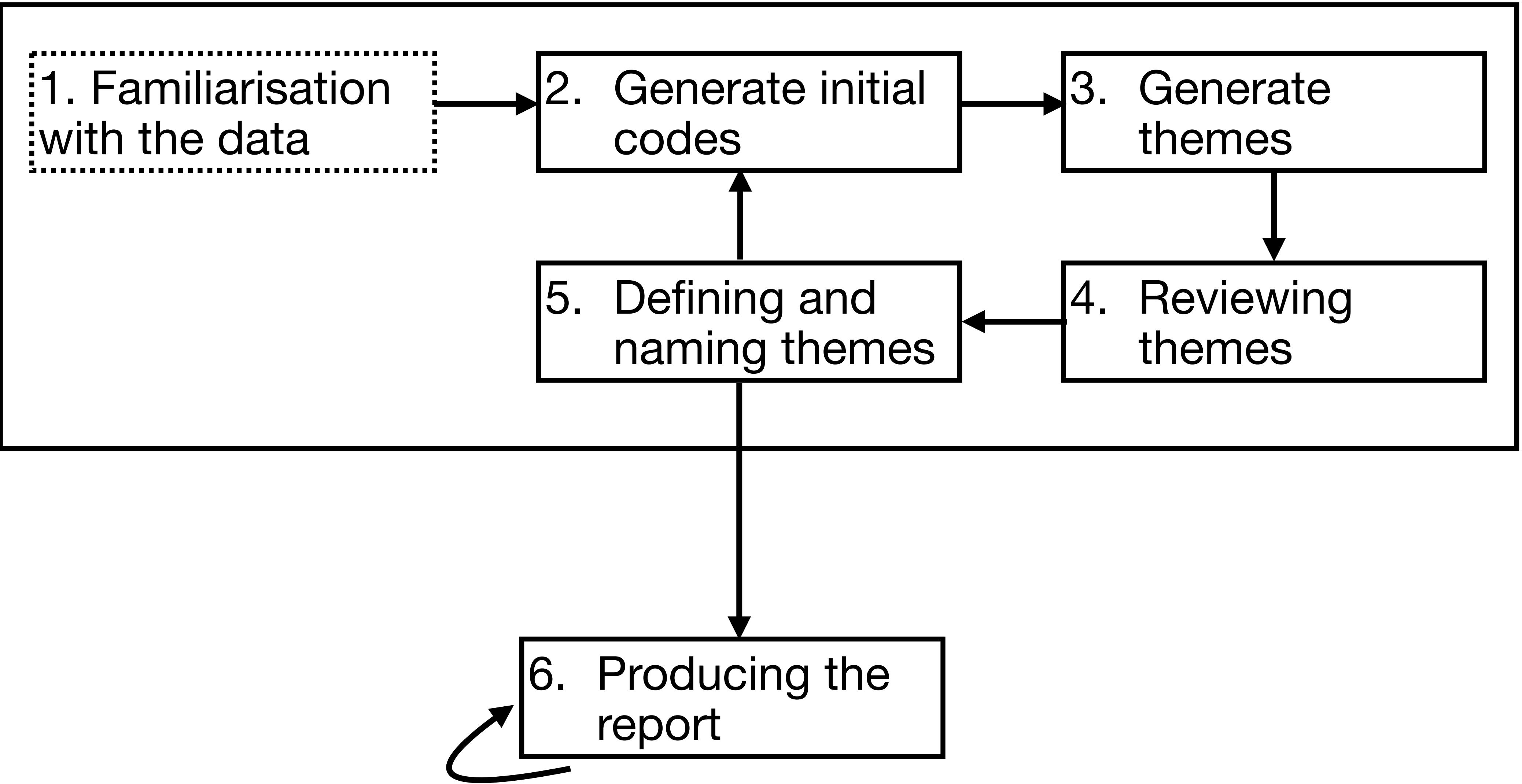
3. Generate
themes

4. Reviewing
themes

5. Defining and
naming themes

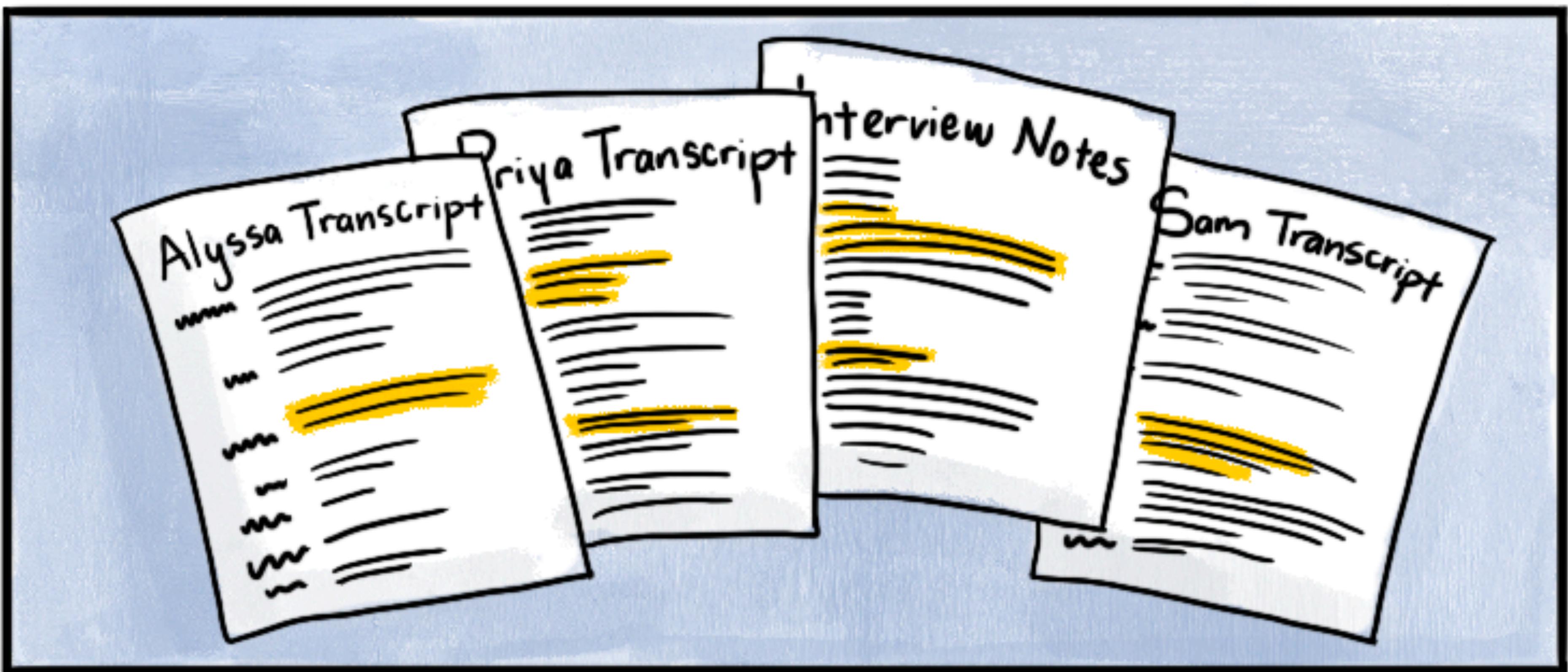
6. Producing the
report

The 6-step process as outlined by
Braun & Clarke (2006)
(plus updates)



How it all fits together

1. Familiarisation with the data

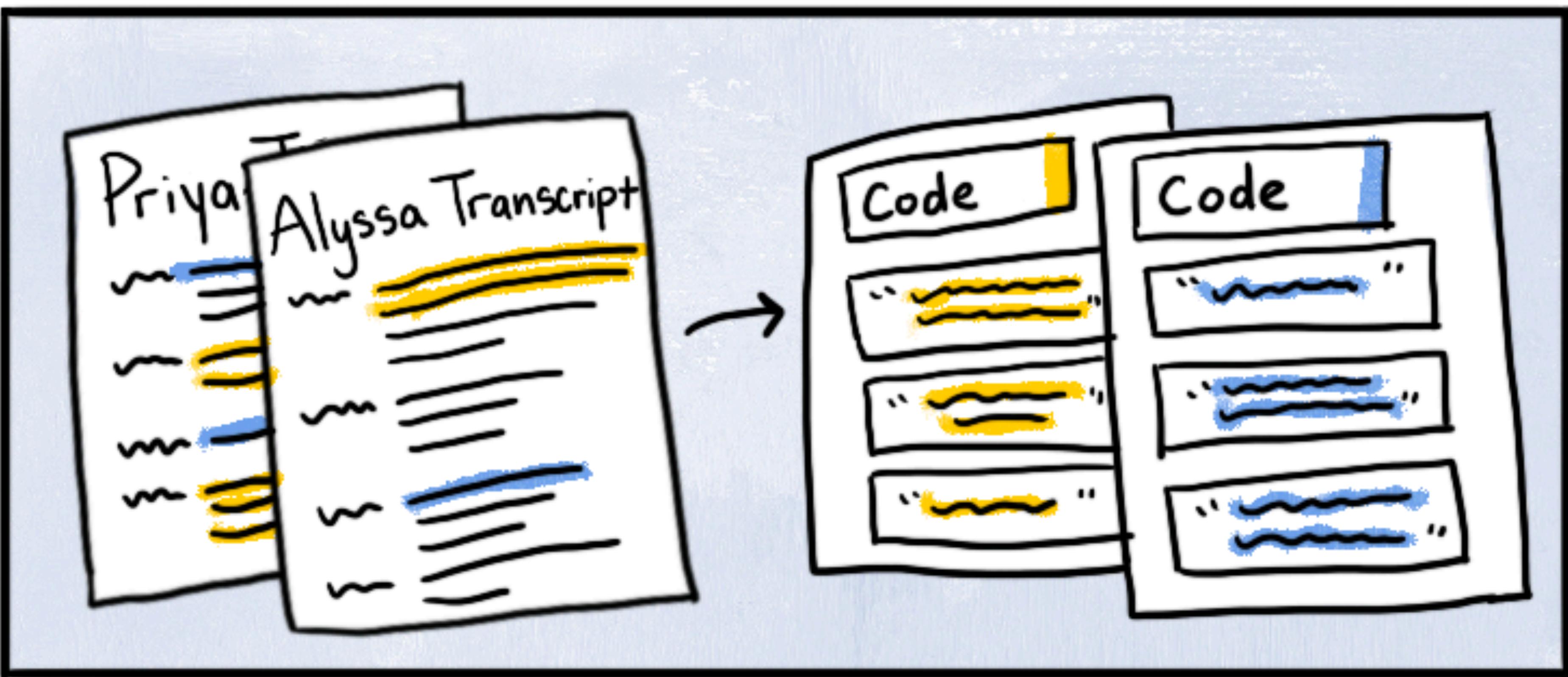


2. Generate initial codes

Identify and collate codes



Identify and collate codes



I: Can you tell me about the last time you used video streaming?

Peter: Last time I used video streaming... let's see... that was last night. My wife asked me to give her a backrub and so I said that first she had to find something that we could watch... (laughs)

I: So how did you find something?

Peter: Well, first she looked at HBO and suggested that we watch "Silicon Valley", but I'm not really into comedy shows. So, then she went to Netflix and suggested different movies, but there wasn't really anything that I felt like... but then I remembered that we had been watching "Better call Saul" before the summer holiday and I couldn't really remember if we had watched all the episodes, so we looked it up and it turned out that we had stopped in the middle of the season so that's what we watched... **coming to an agreement*

I: And how concretely did you discover the different videos she suggested?

Peter: She was just sort of browsing around on our apple TV. You know it's always so difficult to find something, there's so much stuff and they seem to suggest something completely at random. We couldn't even find "Better call Saul" when we decided to look for it, even though we had watched it before without finishing so she had to search for it, and search with our remote is really a hassle... **not easy to find something*

I: oh yeah?

Peter: Yeah, it has this little sort of joystick and you have to move it around to get to the different channels and there's a delay so it's really slow... We've tried using Siri, but it doesn't understand our accents at all (laughs)... **too slow*

I: so how did that make you feel?

Peter: Well, it's annoying that you have to search for stuff that you know you have already watched not **annoyances*

**using search* **remote control!*

**Siri* **voice recognition*





NVIVO

Sample Project (18).nvp (Edited)

Quick Access

IMPORT

Data

- Files
 - Area and Township
 - Interviews
 - Literature
 - News Articles
- Social Media
- Survey
- File Classifications
- Externals

ORGANIZE

Coding

- Codes
 - Autocoded Responses
 - Autocoded Social Media
 - Autocoded Themes
- Sentiment
- Relationships
- Relationship Types

Cases

Notes

Sets

File Import Create Explore Share Modules Case Log In

Annotations See-Also Links Content Relationships Coding Stripes Highlight

Code In Vivo Autocode New Annotation

Word Cloud Egocentric Sociogram Query This Case

Search Project Autocode Themes Results 6-03 Compared by number of coding Barbara

Autocoded Themes

Name	Files	References
develo	1	3
enviro	1	2
field	1	2
fishing	1	4
mappi	1	2
marke	1	3
planni	1	3
runoff	1	3
shrimp	1	2
soil sci	1	2
sort	1	3
water	1	5

Barbara

Well it's a major one. Water quality in general and larger scale development, but yeah I think that a lot easily has already been developed. It's very low. A problem is only gonna get worse.

Reference 11 - 7.66% Coverage

Barbara

The biggest change that I'm aware of is the sense – commercial fishing as a livelihood is dying as a viable change since 30 years or 35 years ago. I don't remember. For me that's the most profound. That's a huge thing with – that's such a complex situation – the water quality is tearing up of the bottom – all these different things imported seafood is so much cheaper. And the little local shrimp on their shrimp burgers. The fancy rest stocks are fine, it's that you can't make a living sper earning nothing, very little.

Reference 12 - 3.93% Coverage

CODE STRIPES

- Positive
 - Water quality
 - Real estate development
- Negative
 - Fishing or aquaculture

Summary Reference Text Dataset

In Codes Code to Enter code name (CTRL+Q)

KD 37 Items Files: 2 References: 21 Unfiltered 100%

The screenshot shows the NVivo software interface with the 'Autocoded Themes' module open. The left sidebar displays project imports like 'Data' and 'Coding'. The main pane shows a list of themes with their file counts and reference counts. Two instances of the theme 'Barbara' are highlighted, each with a large blue selection box. The first instance contains a quote about water quality and development. The second instance contains a quote about commercial fishing. To the right, a 'CODE STRIPES' panel shows sentiment markers for these quotes. The top navigation bar includes options like File, Import, Create, Explore, Share, Modules, Case, Log In, and various search and analysis tools.

-
- 21 Interviewer: Ok, so how many classes do you take now, like a week?
- 22 Participant1: I take three, I take the church class, one in [anonymised] for DeafAction and one in [anonymised] for DeafAction.
- 23 Interviewer: Ok. So how long do people typically spend in a class, so how long do they come to a class for?
- 24 Participant1: Well, there's a problem about that with DeafAction at the moment because they think they just want to give so many lessons and then get another class but whereas I was mildly then the only teacher they now have another teacher but funny enough she started at my class before she took qualifications. (laughs)
- 25 Interviewer: (laughs)
- 26 Participant1: And now she does several classes.

Codebook

Class Demand

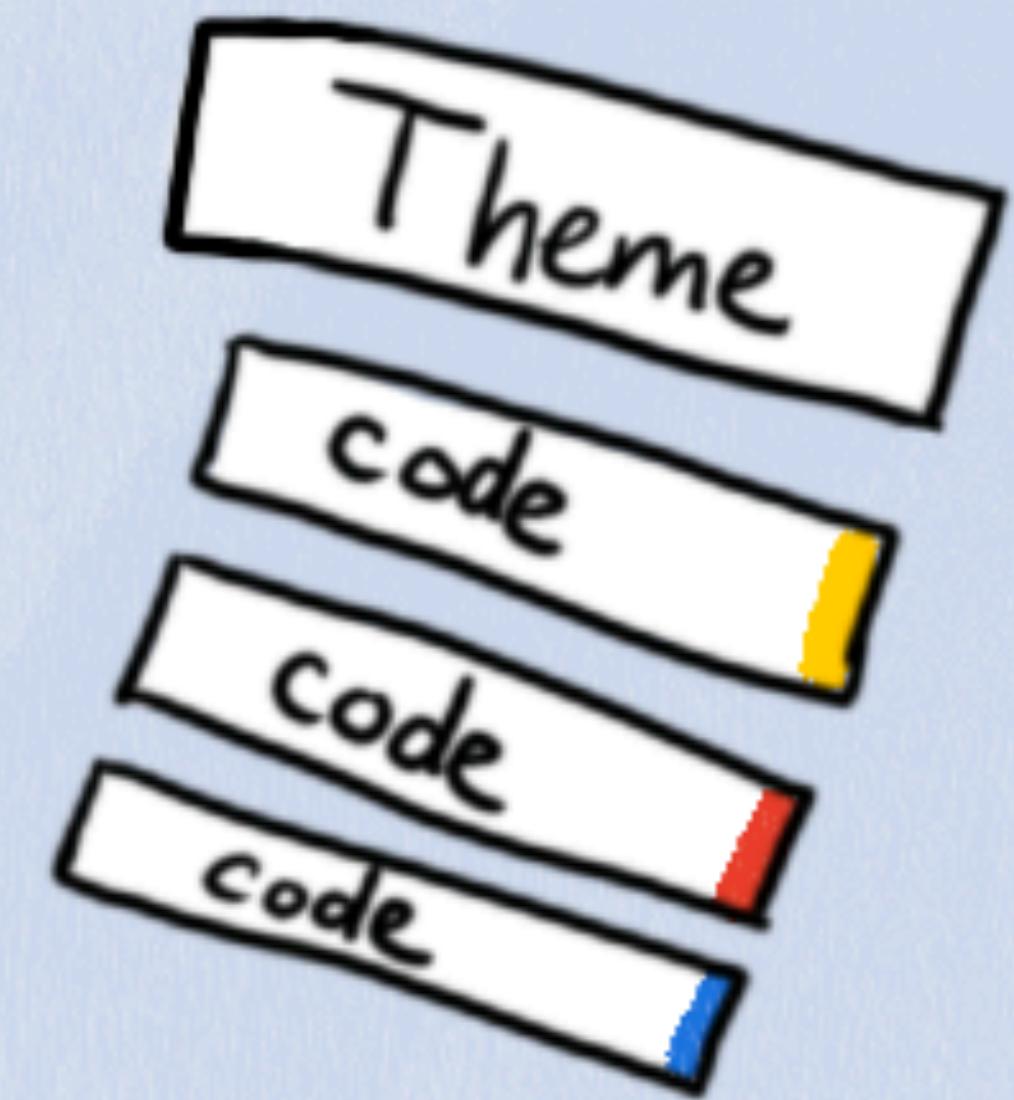
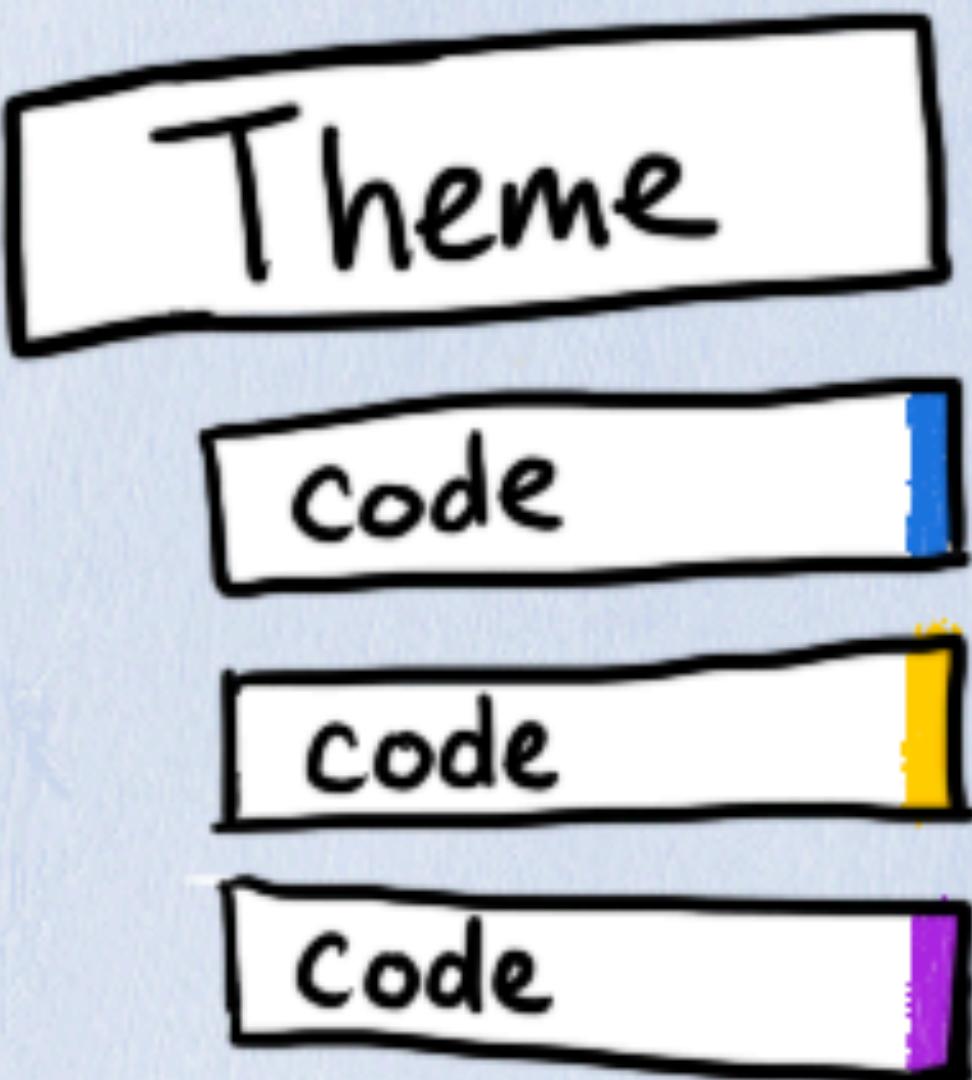
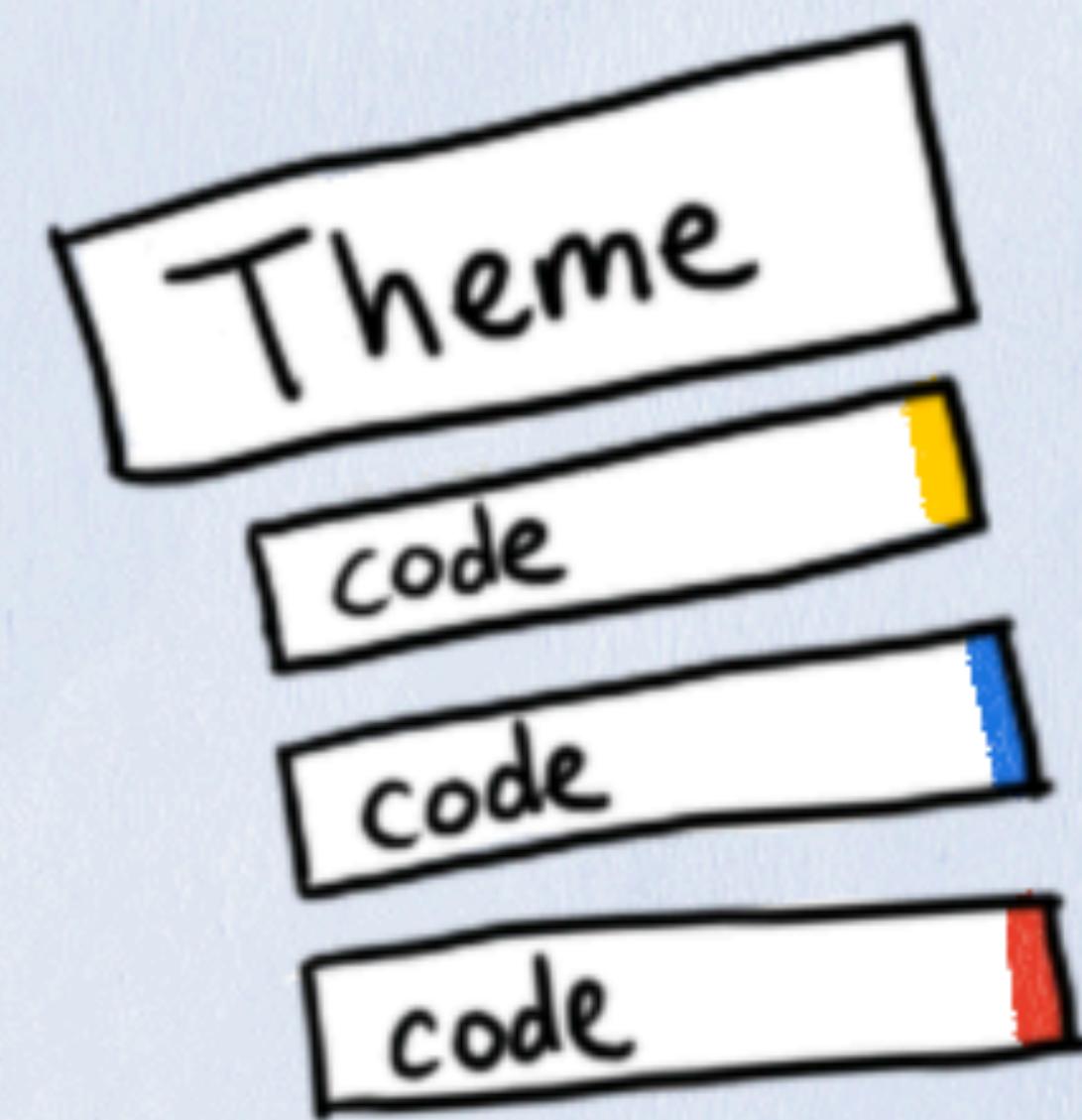
This code is used when issues surrounding demand for a class are discussed.

Fixed Length

This code is used when the duration of the class is discussed as being fixed such as being a certain number of weeks long

..Class Demand	[21	Interviewer: Ok, so how many classes do you take now, like a week?
		22	Participant1: I take three, I take the church class, one in [anonymised] for DeafAction and one in [anonymised] for DeafAction.
		23	Interviewer: Ok. So how long do people typically spend in a class, so how long do they come to a class for?
..Class Demand	[24	Participant1: Well, there's a problem about that with DeafAction at the moment because they think they just want to give so many lessons and then get another class but where as I was mildly then the only teacher they now have another teacher but funny enough she started at my class before she took qualifications. (laughs)
..Fixed Length	[25	Interviewer: (laughs)
..Negativity	[26	Participant1: And now she does several classes.

3. Generating themes



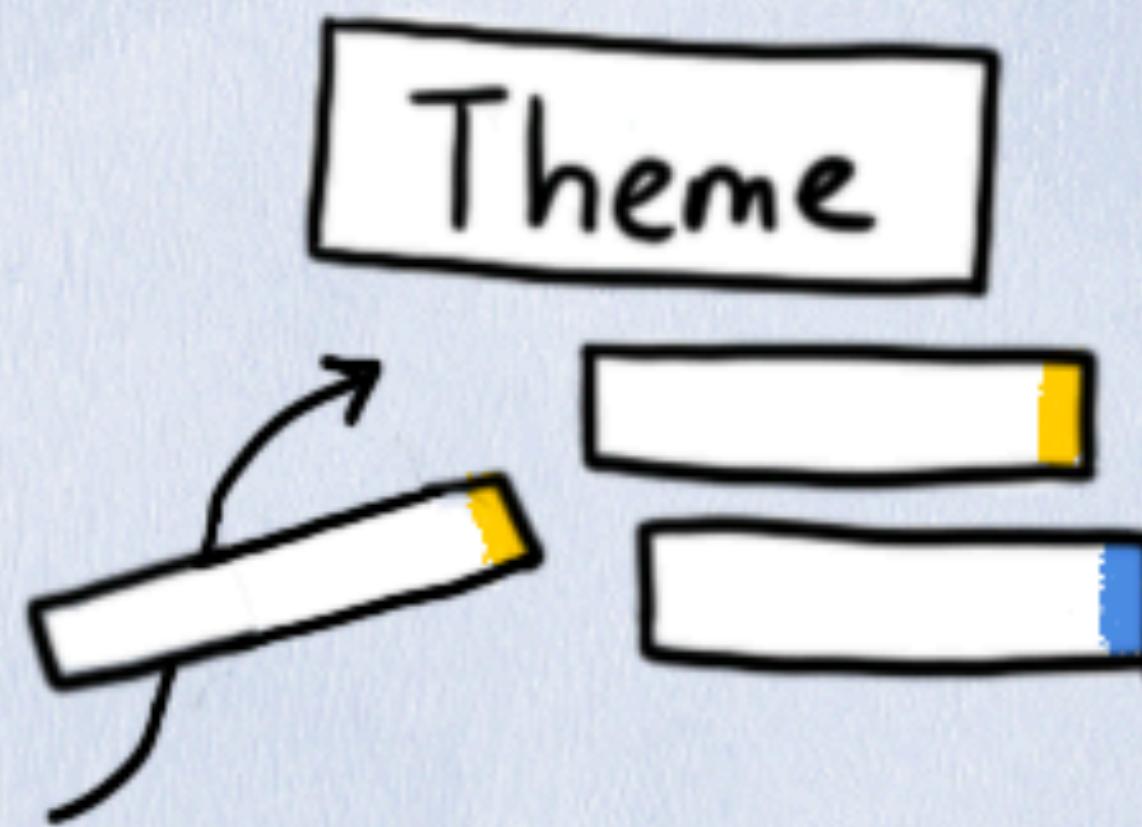


4. Reviewing themes

Merge

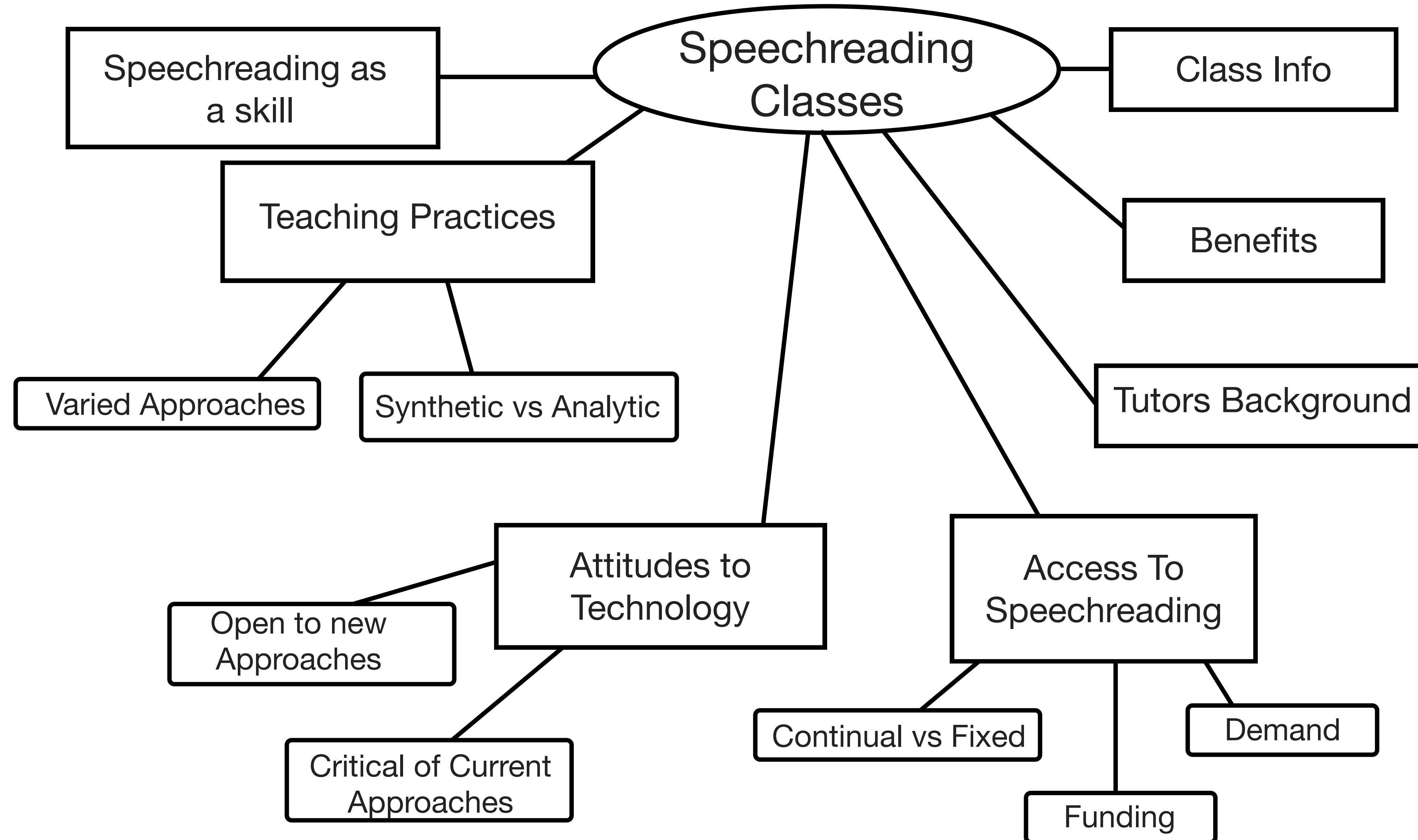


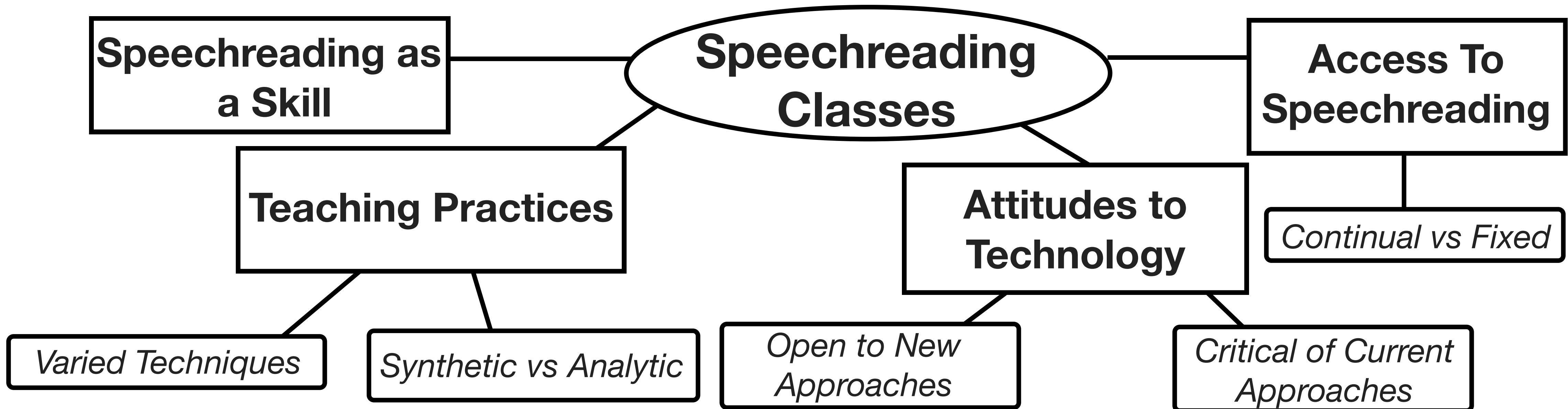
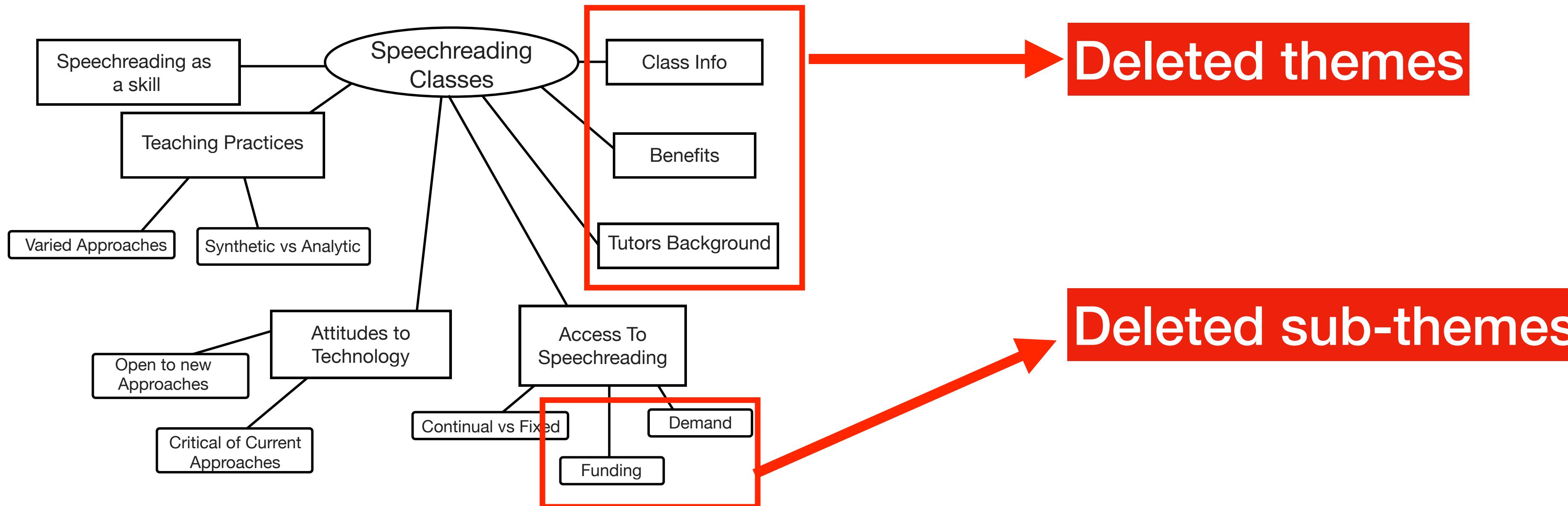
Re-arrange
codes



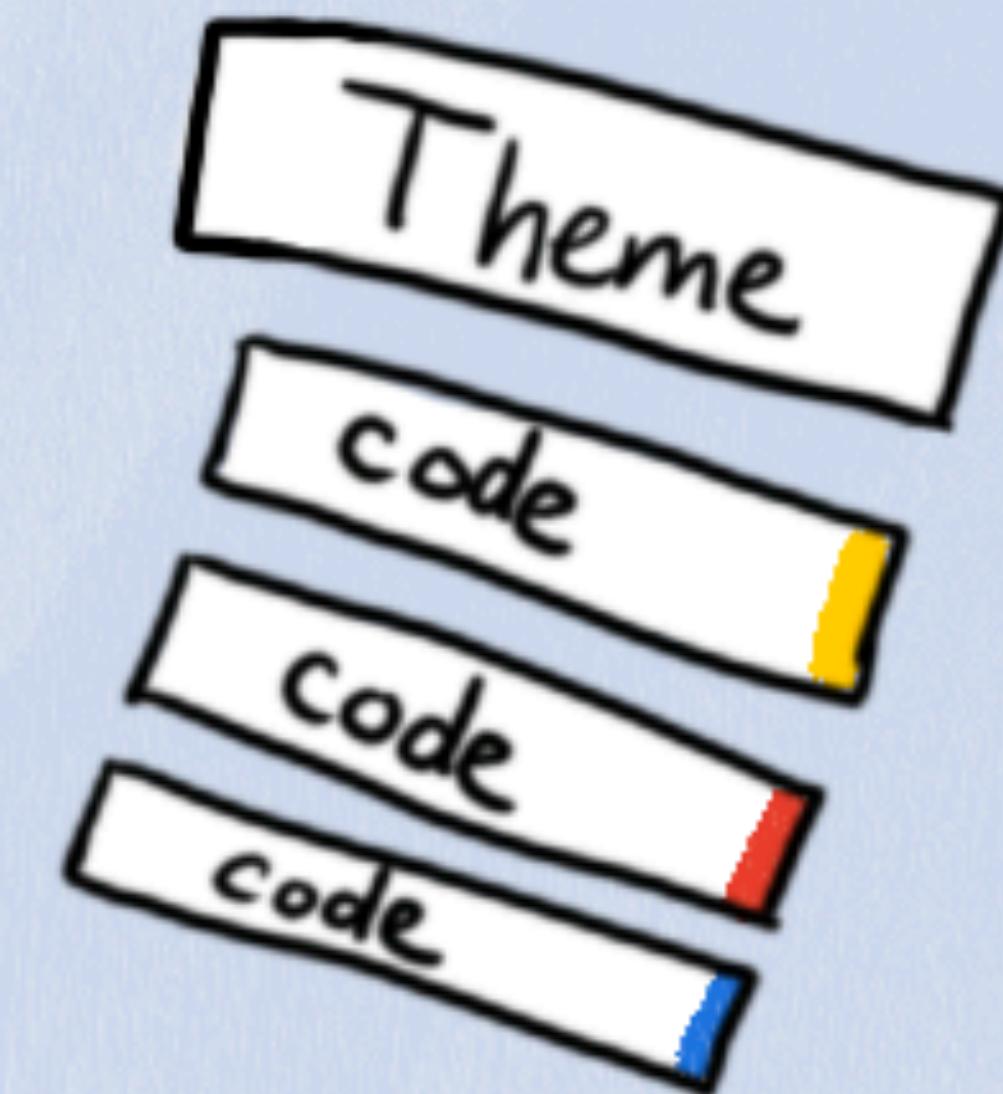
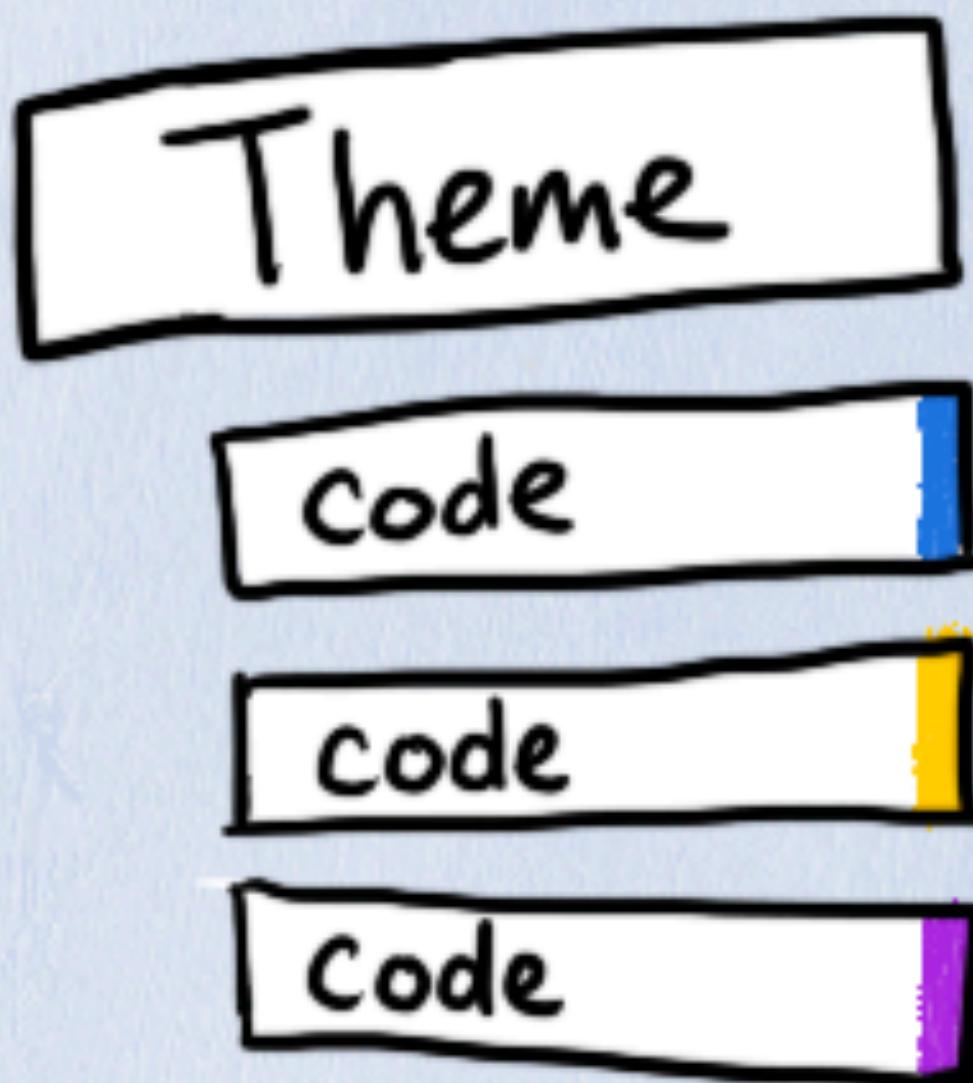
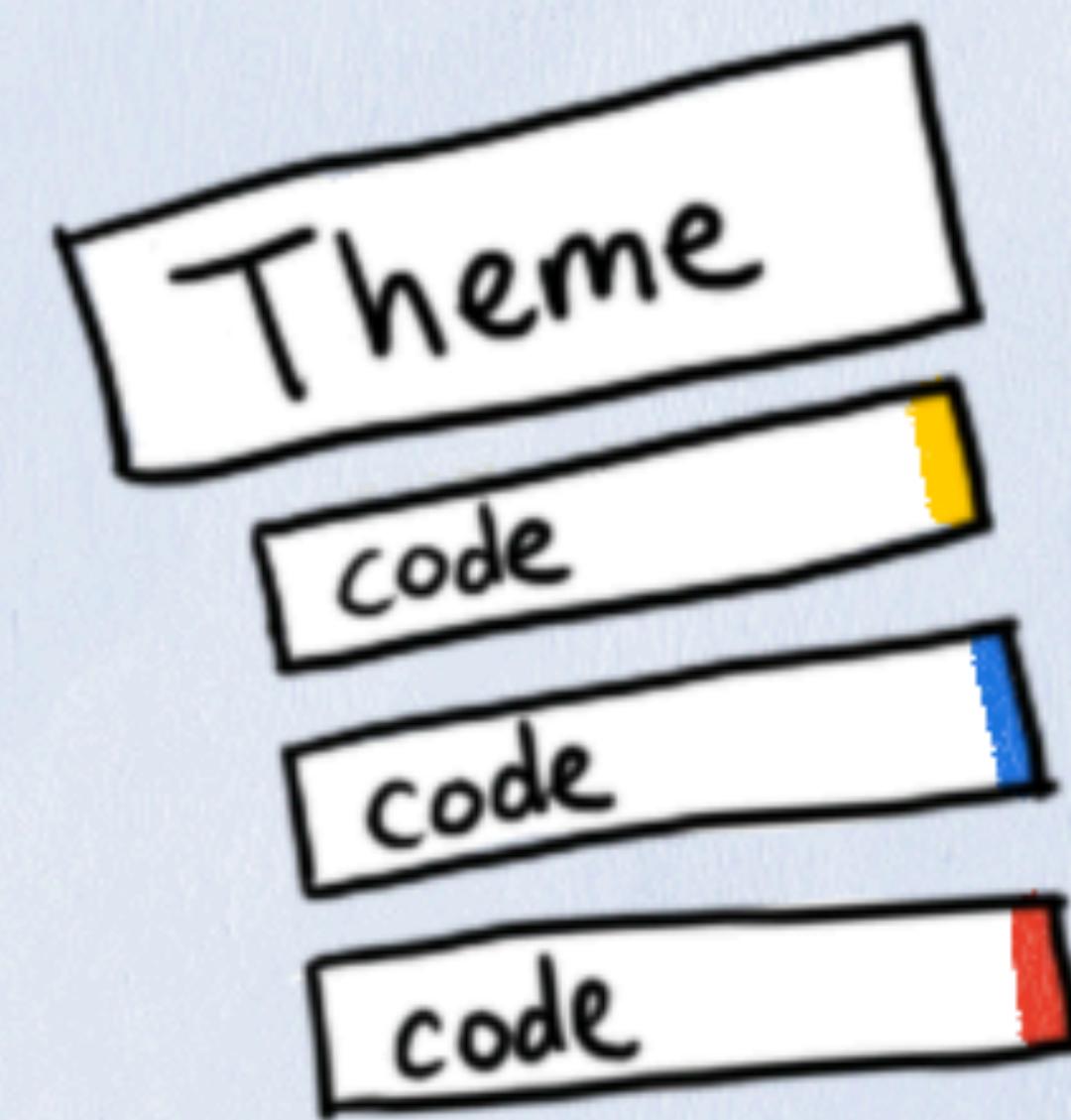
Remove
themes



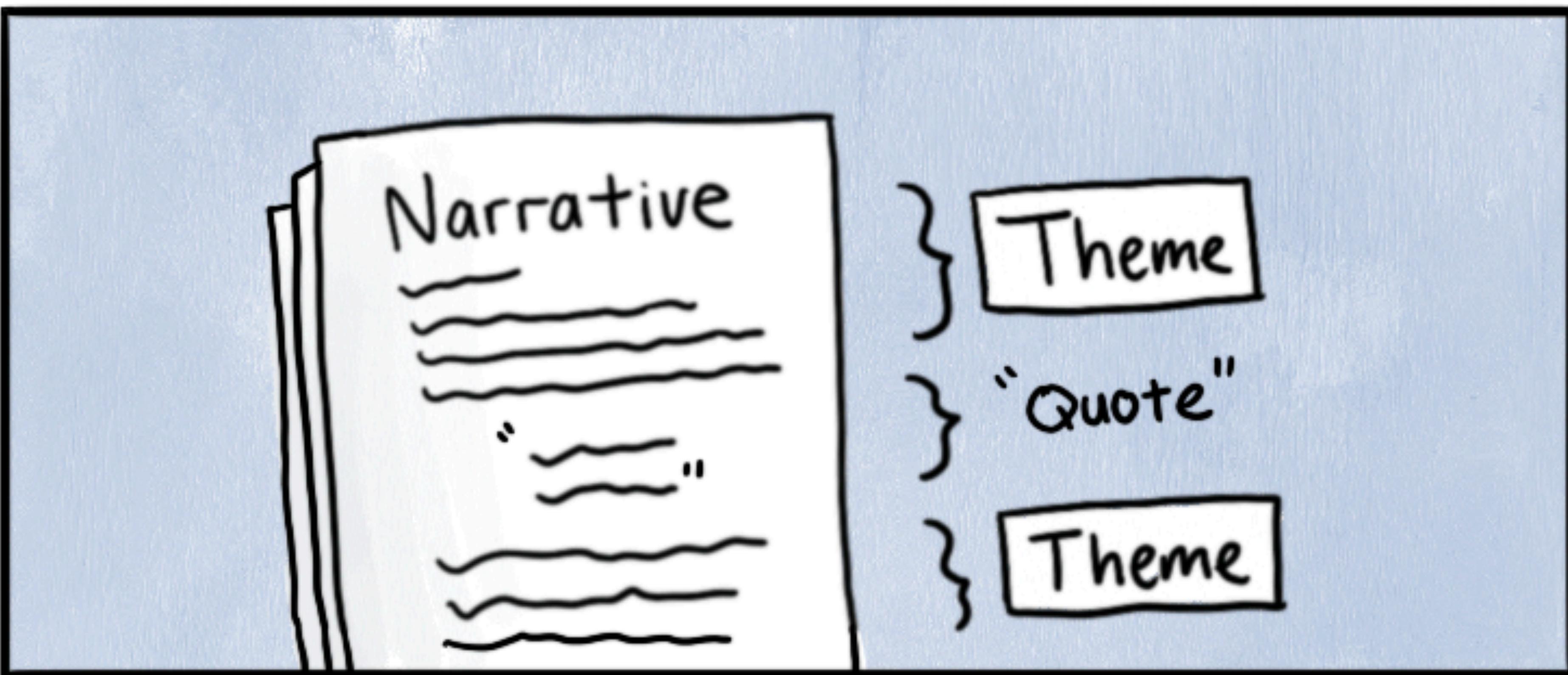




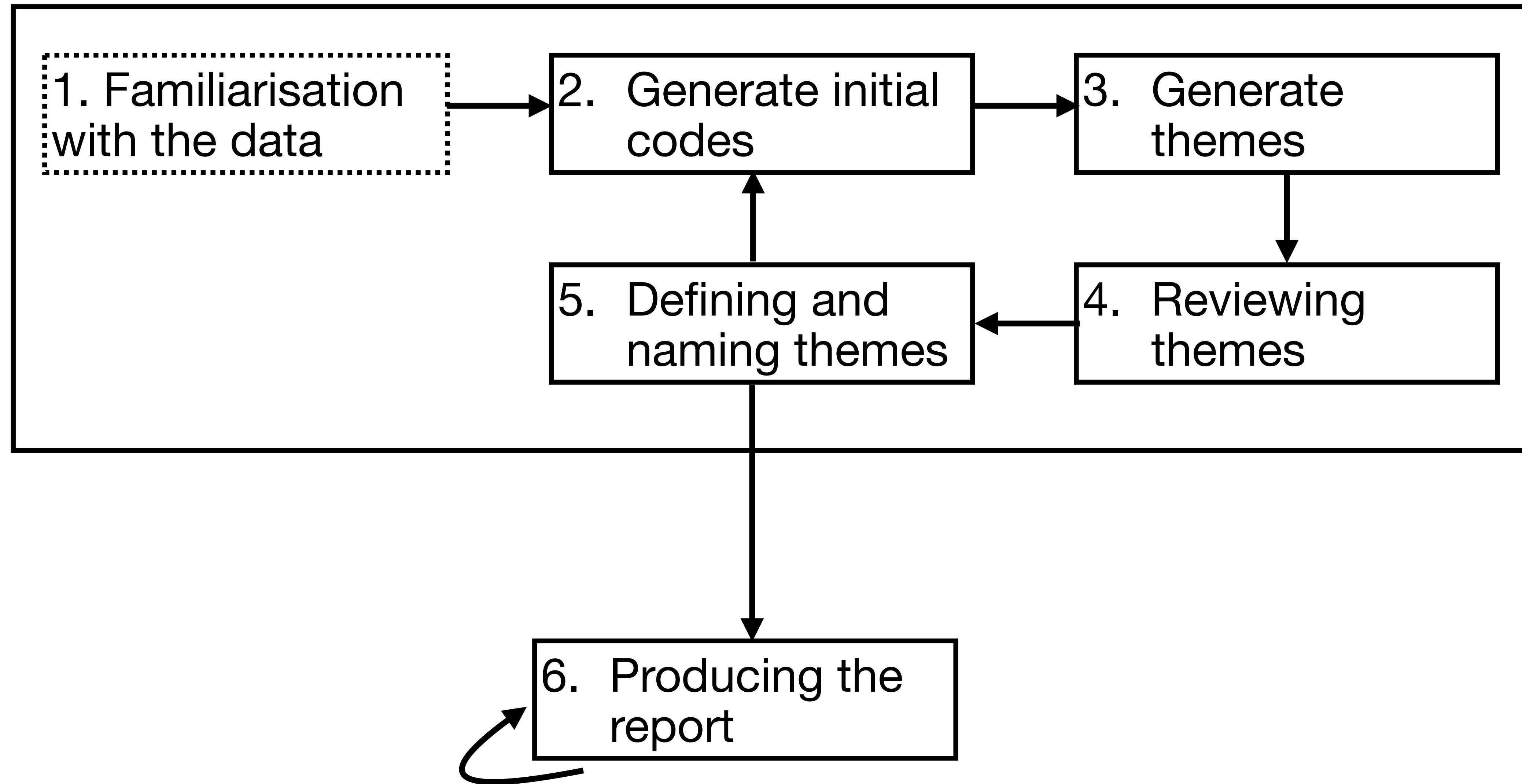
5. Defining and naming themes



6. Producing the report



**The process is important
The process drives the outcome**



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