

## PROBLEMS IN DATA ANALYSIS

1. Trustworthiness: In qualitative research data must be auditable through checking that the interpretations are credible, transferable, dependable and confirmable.
2. Credibility: improved through long engagement with the respondents or triangulation in data collection (internal validity)
3. Transferability: achieved through a thick description of the research process to allow a reader to see if the results can be transferred to a different setting (external validity)
4. Dependability: examined through the audit trail (reliability) e.g. member checking.
5. Confirmability: audit trail categories used e.g. raw data included, data analysis and reduction processes described, data reconstruction and synthesis including structuring of categories and themes, process notes included, instrument development information included

## SOLUTIONS TO PROBLEMS OF BIG DATA ANALYSIS

1. Companies need to hire strong leaders who not just understand data but also take the initiative to challenge the status quo of the current practices and suggest relevant changes.
2. Due to the criticality of the data, a minor accident can result in huge losses hence companies are bound to introduce the best security practices in their systems.