### **Qualitative data analysis**

It means **studying non-numerical data** (like interviews, observations, documents, open-ended answers) to **understand people's experiences, feelings, or meanings**.

### **1. Organize Your Data**

Put your information in order — like grouping your interviews, notes, or conversations so you know where to start.

### **2. Read Everything First**

Go through all of it slowly. Try to understand the full picture — what people said, how they said it, and what the topic is about.

### **3. Write Short Notes (Memos)**

While reading, write down small thoughts or ideas that come to mind. These help you remember important points later.

### **4. Share Back with People (Optional)**

You can go back to the people you interviewed or talked to and ask if you understood them correctly.

### **5. Look at the Language They Used**

Pay attention to special words, expressions, or metaphors they use. It helps you know how they feel or think.

### **6. Create Codes and Categories**

Pick out key ideas or repeated points and give them short names (codes). Then group similar codes into categories. But **don’t make too many** — just enough to summarize your data well.

### **Presentation of Findings, Analysis, and Interpretation in Qualitative Research**

When you're doing **qualitative research** (like interviews, documents, or case studies), you **don’t use numbers or statistics** to explain your results.

Instead, your goal is to **describe in detail** what people said or what you found in documents. You’re not trying to show what caused something, but you want to **understand the meaning** in the information.

So you:

**Look for important ideas** in your data (called “units of significance”).

**Explain those ideas** in a clear and deep way.

**Bring the ideas together** to show the bigger message or meaning of your findings.