

Level : LMD3

Module : Research Methodology

# Data Analysis

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(Part II)

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# Qualitative Data Analysis

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- ❑ Qualitative data analysis refers to the process of organizing and summarizing the collected data using words. It involves description, explanation and interpretation.

## Qualitative Data Analysis

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- ❑ Qualitative data analysis depends on the investigator's point of view and understanding. According to Cohen et al. (2007, p.469), "the analysis here is almost inevitably interpretive, hence the data analysis is less a completely accurate representation... the researcher brings to the data his or her own preconceptions, interests, biases, preferences."

## Qualitative Data Analysis

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- ❑ Qualitative data analysis relies on coding which means using symbols to classify and organize similar answers. Then, the researcher has to explain and interpret the collected information.

## Qualitative Data Analysis

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- ❑ Qualitative data analysis does not involve numerical data as it provides textual information; it may also rely on the use of tables to summarize the findings and help the readers to get a clear idea about the meaning of the obtained results.

# Purposes of Qualitative Analysis

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- ❑ Qualitative data analysis can have various purposes such as describing or explaining the investigated issue. It helps the researcher to make inferences and draw conclusions. It tries to supply arguments that reveal the significance of the study.

# Advantages

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- Qualitative data analysis provides a detailed description.
- It allows the researcher to give his/her opinion and provide a deep understanding of the topic.
- Qualitative data analysis is more flexible.

# Disadvantages

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- Qualitative data analysis is time consuming.
- The results may not be generalizable.
- Qualitative data analysis is subjective.



# Qualitative Data Analysis

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- ❑ Qualitative data analysis is an important step in the process of research as it is needed to interpret textual information.
- ❑ Generally speaking, the researcher has to rely on qualitative and quantitative data analysis in order to provide more evidence.

# *References*

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- Cohen, Louis, Manion, Lawrence, and Morrison, Keith. (2007). *Research Methods in Education*. New York: Routledge.
- Perry, Fred. (2005). *Research in Applied Linguistics: Becoming a Discerning Consumer*. New Jersey: Lawrence Erlbaum Associates.