Level : **Master I (DAELE)**   Module : **Methodology in Assessment**

Qualitative Data Analysis

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Qualitative Data Analysis

❖ Qualitative data analysis is the process of describing and interpreting the collected information through the use of words. It relies on the researcher's understanding and explanation of the obtained results. It aims at providing a detailed description of the studied issue.

Procedures of Qualitative Analysis

❖ Qualitative data analysis involves the use of various procedures depending on the nature of the gathered information and research objectives. Among these techniques, one can list: qualitative content analysis and discourse analysis.

❖ Qualitative content analysis refers to the interpretation of the content of the data collected from texts or responses to open-ended questions. It helps to analyse the meaning of texts, the content of textbooks, the recorded information obtained through observation or the informants' answers to the questions of a questionnaire or an interview.

❖ Discourse analysis refers to the procedure utilized for the analysis of the purposes and aspects of language use in a specific social context. It is useful for interpreting conversations or written texts.

Steps of Qualitative Analysis

Qualitative data analysis involves the following phases :

➫ Organizing and preparing the collected information: this stage refers to the arrangement of the gathered data.

➪ Reviewing and exploring the gathered data: this phase implies the act of reading and evaluating the amount and quality of the collected information.

➪ Coding : coding refers to the classification of the gathered data into distinct categories. It means summarizing the content of each response and classifying answers together according to their content.

Describing : this step concerns the description of the analysed items in a detailed way.

Interpreting : this stage implies the explanation and interpretation of the collected information.

Qualitative Data Analysis

❖ Qualitative data analysis supplies textual information provided in the form of texts. To give more explanations, the researcher may use summary tables or diagrams to summarize and recapitulate the main points listed previously within the text.

❖ Qualitative data analysis helps the investigator to provide arguments and details. However, it may be unreliable and subjective since it relies on the informants' opinions and the researcher's point of view. Therefore, quantitative data analysis should be also employed in order to ensure the reliability and objectivity of the findings.

References

❑ Dey, Ian. (1993). Qualitative Data Analysis: A User-Friendly Guide for Social Scientists. London: Routledge.

❑ Lodico, Marguerite G., Spaulding Dean T. and Voegtle, Katherine H. (2010).Methods in Educational Research: From Theory to Practice. USA: Jossey-Bass.