Qualitative Data Analysis

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Qualitative Data Analysis

❖ Qualitative analysis refers to the non-numerical type of data description and interpretation. It is based on the researcher's understanding and explanation of the findings. It focuses on the meaning of the obtained results.

Objectives of Qualitative Analysis

❖ Qualitative data analysis aims at presenting a detailed description of the investigated issue to highlight the significance of the study. It attempts to explain the studied phenomenon through the interpretation of the informants' points of view. Its main purpose is to supply enough data about the topic.

Procedures of Qualitative Analysis

❖ Qualitative data analysis is based on the use of various techniques depending on the nature of the collected information and purposes of research. Among these procedures, one can list: qualitative content analysis and discourse analysis.

Procedures of Qualitative Analysis

❖ Qualitative content analysis refers to the interpretation of the content of the data gathered from documents, texts or responses to open-ended questions. It is useful for analysing 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.

Procedures of Qualitative Analysis

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

Steps of Qualitative Analysis

❖ Qualitative data analysis involves the following phases :organizing, reviewing, coding, describing and interpreting the gathered data.

⇨ 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 formulates textual information provided in the form of texts. To supply 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 enables the researcher to give arguments and details. However, it may be unreliable and subjective because it is based on the informants' opinions and the investigator's point of view. Therefore, quantitative data analysis should be also used in order to supply reliable and objective results.

References

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