Qualitative Data Analysis: Common Phases, Strategic Differences

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Abstract

This paper lays out an analytic framework to help rookie qualitative researchers recognize and appreciate common features of qualitative data analysis (QDA) while giving due consideration to strategic differences resulting from differences in expertise, context, and philosophy. The paper does not identify or illustrate specific QDA strategies. Rather, it raises questions the responsible analyst might consider at each phase of the process. I argue that all QDA (regardless of methodological or disciplinary orientation) comprise four interrelated phases: defining the analysis, classifying data, making connections between data, and conveying the message(s). This paper discusses the first three phases.

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Keywords

qualitative research; research methodology; qualitative data analysis

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