

Key Qualitative Data Analysis Methods



What is qualitative data analysis?

Qualitative Data Analysis (QDA) involves the process and procedures for analyzing data and providing some level of understanding, explanation, and interpretation of patterns and themes in textual data.

Key methods of analysis:

GROUNDED THEORY

Involves generating a theory through the collection and analysis of data. That theory explains how an event or aspect of the social world “works”.

CONTENT ANALYSIS

It is about interpreting meaning from text data and thus identify important aspects of the content. The text can be documents, pictures, video, audio, and etc.

NARRATIVE ANALYSIS

It analyzes different stories people create (such as autobiography, family stories, photos). The purpose is to understand how people form meaning in their lives as narratives.

DISCOURSE ANALYSIS

It is about analyzing the natural occurring talk – spoken communication and all other types of text. Focuses on the role of language in the building social reality.

FRAMEWORK ANALYSIS

It is used to organize and manage data with the help of the process of summarization. Results in a matrix that allows you to analyze data both by theme and case.



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