

Qualitative Data Analysis: Process for Evaluating Data



1

ORGANISE

Transcripts, Field Notes, Matrix. Organise into files, Make a spreadsheet.

2

PREPARE

Convert audio / video files to transcripts. Snip out short excerpts or sequences from longer pieces of data.

3

READ, LISTEN TO OR WATCH

Gain understanding by reading, listening or watching several times. Take note in videos of bodily actions such as gaze and body language

4

CODE

Assign a code or label in line with your research question.

CURIOSITY IN ACTION

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