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.

COLLECTED DATA
This is not a linear process and cycle back and forth through all phases to deepen your understanding.