

Social Research Methods: Qualitative and Quantitative Approaches

Eighth Edition



Chapter 15

Analysis of Qualitative Data

Learning Objectives

15.1 Compare qualitative and quantitative methods of data analysis.

15.2 Describe the types of coding techniques used to organize qualitative data for analysis.

15.3 Explain strategies used to analyze qualitative data.

15.4 Describe other analytical strategies used in qualitative data analysis.

15.5 Describe ways that software assists in qualitative data analysis.

15.1 Comparing Data Analysis Methods

Objective: Compare qualitative and quantitative methods of data analysis.

Summary Review Box 15.1 Comparing Quantitative and Qualitative Data Analysis

Similarities	Differences
Both infer from empirical data to abstract ideas with adequacy	Quantitative uses a few shared, standardized techniques. Qualitative uses many diverse, nonstandard techniques.
Both use a public process that is described in detail	Quantitative analyzes after all data have been collected. Qualitative begins data analysis while still collecting data.
Both make comparisons	Quantitative tests preexisting theories and hypotheses. Qualitative conceptualizes and builds a new theory.
Both avoid errors and false conclusions	Quantitative uses precise and compact abstract data. Qualitative uses imprecise, diffuse, relatively concrete data.

15.2 Coding and Concept Formation (1 of 5)

Objective: Describe types of coding techniques used to organize qualitative data for analysis.

- Conceptualization
 - In quantitative research, researchers conceptualize variables and refine concepts as a step prior to measuring variables.
 - In qualitative research, researchers form new concepts or refine concepts that are grounded in data.
 - A common approach to data analysis is to organize data into categories based on themes, concepts, or similar features.

15.2 Coding and Concept Formation (2 of 5)

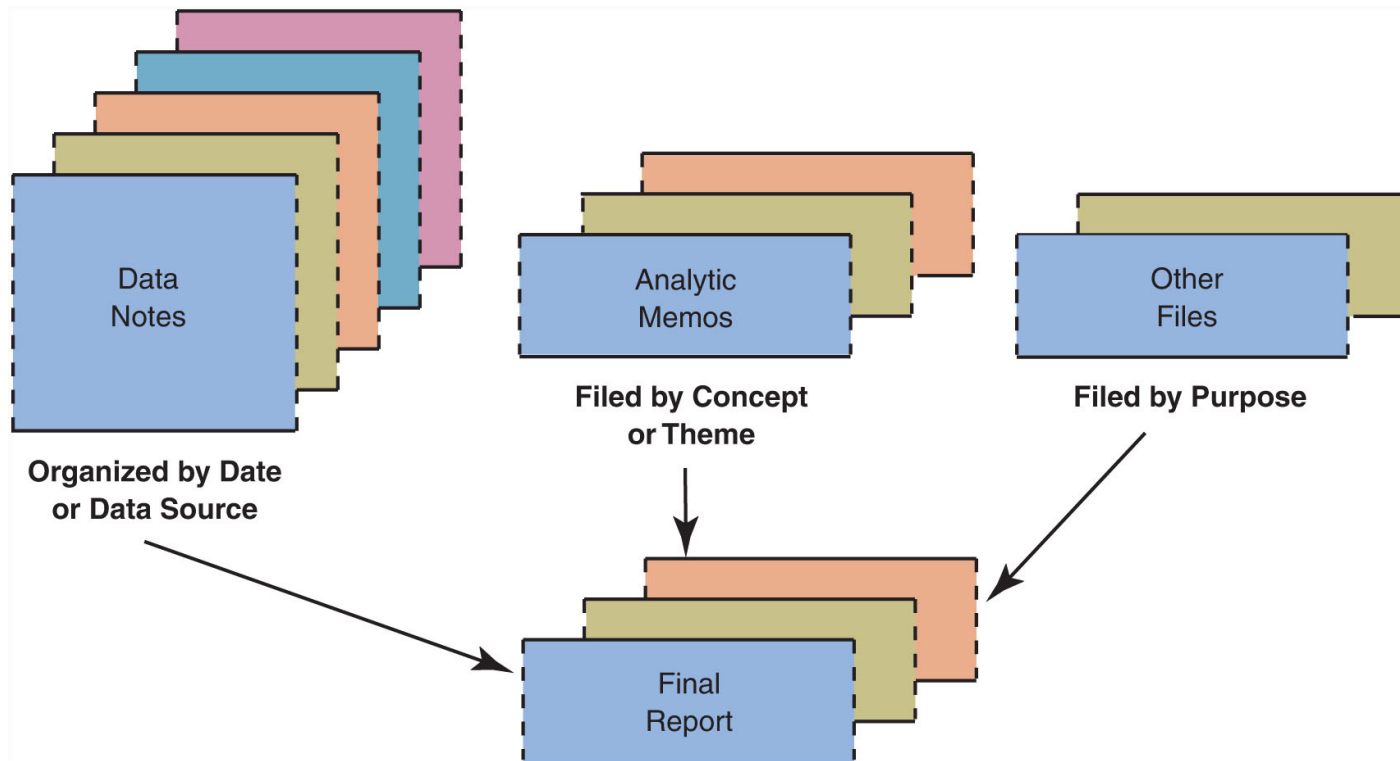
- Conceptualization
 - As researchers organize data, they create or specify a case.
 - Making a case, or **casing**, occurs when the researcher brings data and theory together.
 - Casing can occur at any phase of the research process, but it occurs most often at the beginning or the end of the research.

15.2 Coding and Concept Formation (3 of 5)

- Coding Qualitative Data
 - In qualitative research, researchers sort raw data into conceptual categories and create themes or concepts.
 - Three types of qualitative data coding
 - Open coding
 - Axial coding
 - Selective coding

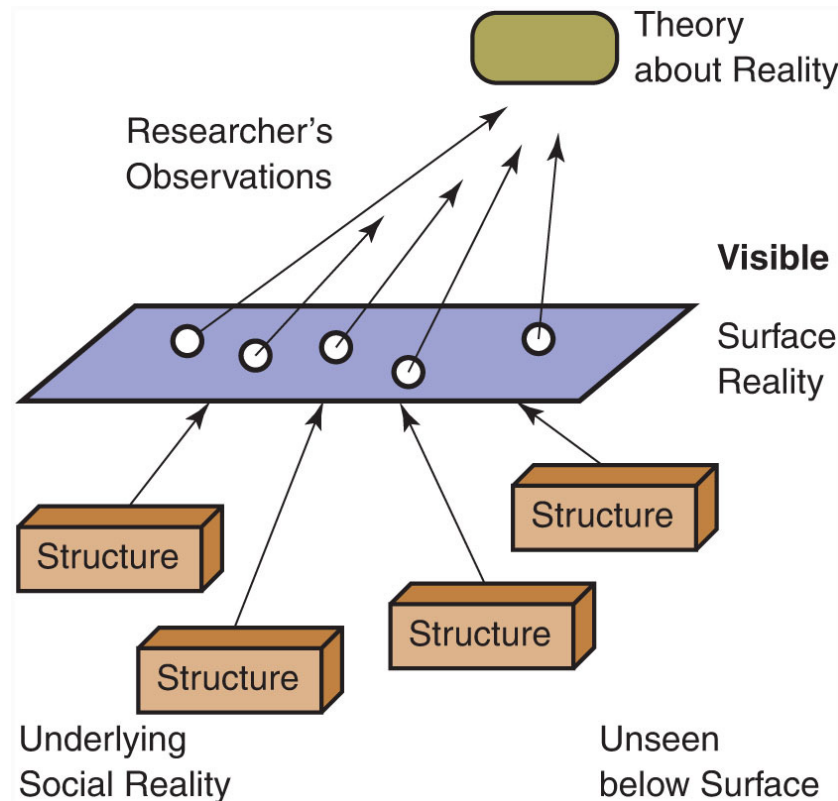
15.2 Coding and Concept Formation (4 of 5)

Figure 15.1 Analytic Memos and Other Files



15.2 Coding and Concept Formation (5 of 5)

Figure 15.2 Theory, Surface Reality, and Underlying Structures



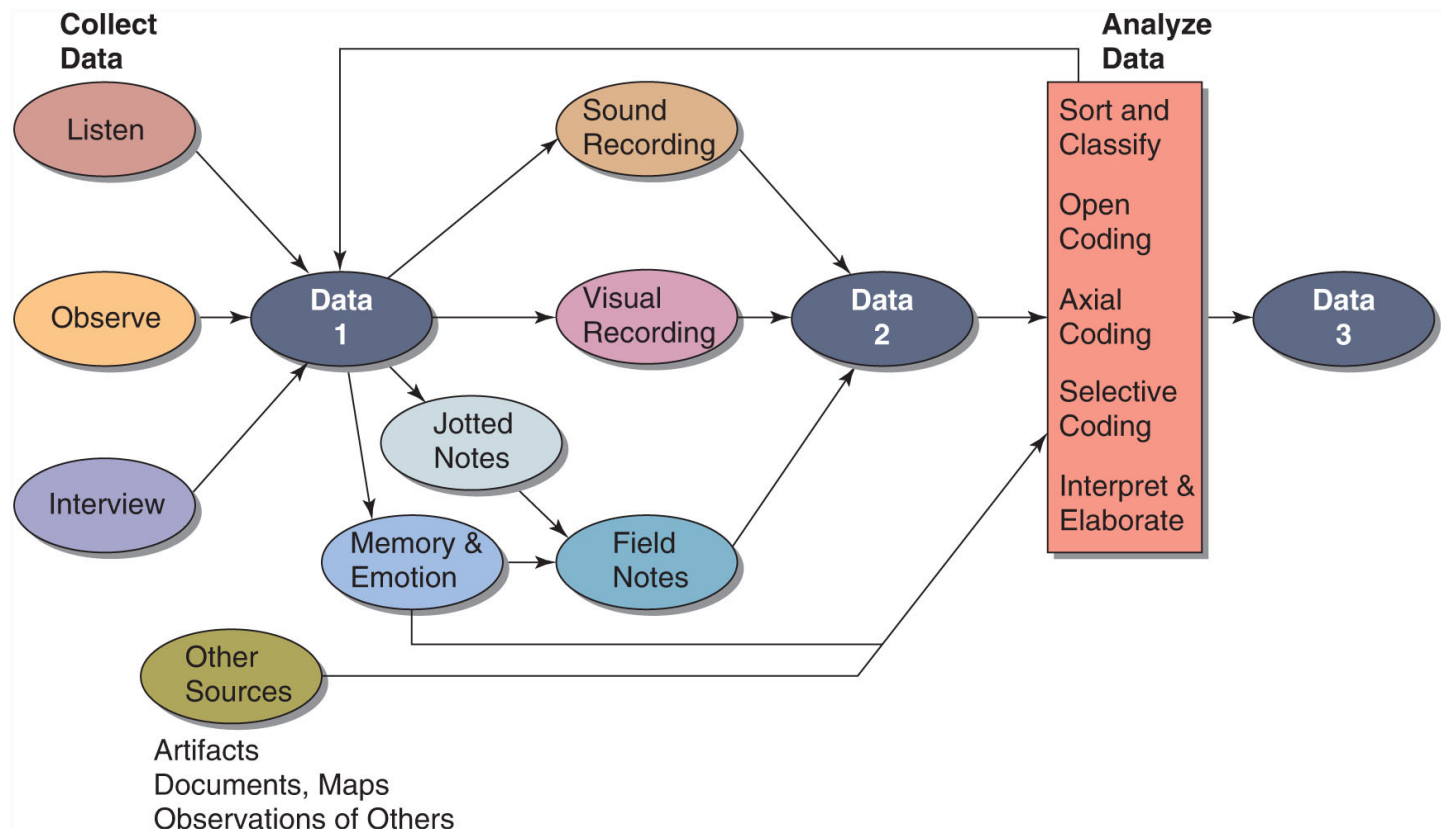
15.3 Analytic Strategies for Qualitative Data (1 of 10)

Objective: Explain the strategies used to analyze qualitative data.

- Seven strategies that can be used in combination or alone to analyze qualitative data.
 - Ideal Type
 - Successive Approximation
 - Illustrative Method
 - Domain Analysis
 - Analytic Comparison
 - Narrative Analysis
 - Negative Case Method

15.3 Analytic Strategies for Qualitative Data (2 of 10)

Figure 15.3 Data in Field Research



15.3 Analytic Strategies for Qualitative Data

(3 of 10)

- Ideal Types

- Ideal types are pure standards against which we can compare the data or “reality.”
- Two types

Contrast contexts

- Researchers use the ideal type to bring out the specifics of each case.

Analogies

- Statements that two objects, processes, or events are similar to each other.

15.3 Analytic Strategies for Qualitative Data (4 of 10)

- Successive Approximation
 - Involves making repeated iterations.
 - Over time and several iterations, the researcher moves from vague ideas and concrete details toward a comprehensive analysis with generalizations.
- The Illustrative Method
 - Applies theory to a concrete historical situation or social setting and organizes data based on theory

15.3 Analytic Strategies for Qualitative Data (5 of 10)

- Domain Analysis
 - A domain is an organizing idea or concept.
 - Three domains
 - Folk domain
 - Contains terms from the argot of the members in a social setting
 - Mixed domain
 - Contains folk terms, but the researcher adds his or her own concepts
 - Analytic domain
 - Contains terms from the researcher and social theory

15.3 Analytic Strategies for Qualitative Data (6 of 10)

- Analytic Comparison (also called nominal comparison)
 - Requires multiple cases
 - Combines deductive with inductive theorizing
 - Data is organized for a set of cases into many exclusive and exhaustive factors.
 - Helps researchers identify the combination of factors that are associated with outcomes among a small number of cases.

15.3 Analytic Strategies for Qualitative Data (7 of 10)

- Narrative Analysis
 - Narrative text
 - Narrative practice
 - Narrative inquiry
 - Narrative presentation
 - **Path dependency**—the way a specific beginning event or condition can trigger a sequence of later events

15.3 Analytic Strategies for Qualitative Data (8 of 10)

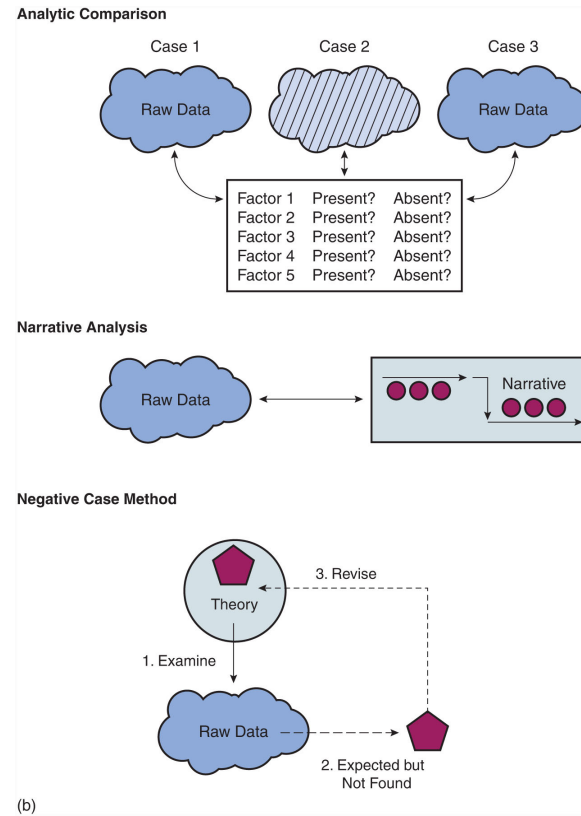
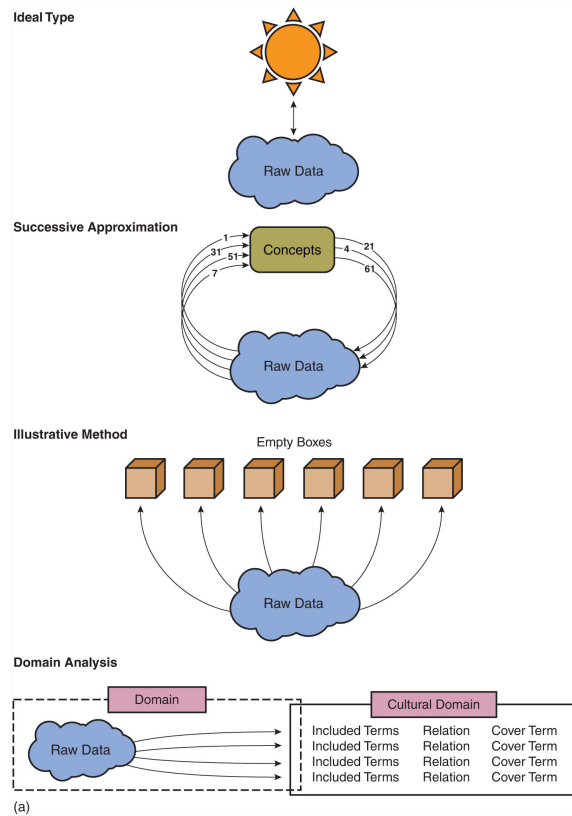
- Narrative Analysis
 - **Periodization**—researchers divide time into segments or periods
 - **Contingency**—the inability of theory to predict or explain the occurrence of a specific outcome—an occurrence that was not expected to take place
 - **Critical juncture**—several viable options may exist at a specific point in time

15.3 Analytic Strategies for Qualitative Data (9 of 10)

- Negative Case Method
 - Studying what is **not** explicit in the data or what did **not** happen
 - Examines the absence of what was expected

Data (10 of 10)

Figure 15.4 Summary of Analytic Strategies Used in Data Analysis



15.4 Other Data Techniques

Objective: Describe other analytical strategies used in qualitative data analysis.

- Network Analysis
- Time Allocation Analysis
- Flowchart and Time Sequence Analysis
- Multiple Sorting Procedures Analysis
- Diagramming
- Mapping

15.5 Software for Qualitative Data (1 of 2)

Objective: Describe ways that software assists in qualitative data analysis.

- Text retrieval
- Textbase managers
- Code-and-retrieve programs
- Code-based theory builders
- Conceptual network builders
- Qualitative comparative analysis (QCA)

15.5 Software for Qualitative Data (2 of 2)

- Event-Structure Analysis (ESA)
 - Used to organize the sequence of events in ways that facilitate seeing causal relations
 - Originally used the ETHNO program, but it can also be used with historical data.
 - ESA first organizes data into events and then places them in a temporal sequence.

Limited in that it does not provide the theory or causal logic. The researcher must supply it.

It only creates maps and diagrams

Conclusion

- Most forms of qualitative data analysis involve coding and writing analytic memos.
 - Both are time consuming and labor-intensive.
- The qualitative analytical techniques described are a small sample of all the techniques and tools available.
- Researchers should be sure to consider negative evidence and events that are not present in the data.

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