

WSSR WORKSHOPS ON SOCIAL SCIENCE RESEARCH

Content and Thematic Analysis

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9:00am – 4:30pm

Summary

This two-day workshop introduces participants to the basics of qualitative content analysis, a method for the analysis and interpretation of the content of text (and visual materials) through systematic coding and pattern finding. Often used in social science research (often in the form of thematic analysis), it is a flexible method that can be used in a variety of ways: inductively or deductively (or most often a combination of both), for cross- and within-case analysis, in a more positivist or a more interpretive spirit, and in connection with a variety of theoretical approaches. Finally, it can be carried out manually, or with the assistance of software. Intuitive in nature, it nevertheless requires clear and explicit analytic strategies to be carried out properly and to carry the analysis beyond simple description.

This workshop introduces Qualitative Content Analysis (QCA) both as a method in its own right and as a base method that everyone interested in qualitative data analysis (including less formalized approaches such as discourse or narrative analysis) should be acquainted with (as its analytic procedures are at the core of other types of qualitative analysis as well, although in a modified and less visible way).

Audience

This workshop is intended for students and researchers at various levels who have little or no prior knowledge in qualitative data analysis and would like to be introduced to the logic and procedures of qualitative content analysis. The workshop is suitable for participants from a variety of disciplines and working with a variety of data.

Participants to the subsequent [Discourse Analysis](#) workshop who would have little or no background in qualitative data analysis may want to consider taking this qualitative content analysis workshop as preparation.



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Recommended Readings

The participants are advised to have a look at the preparatory readings ahead of the workshop. They are posted in the following DropBox folder:

https://www.dropbox.com/sh/w70ai0oggip3e72/AADqELglwAyEv9mW_BFj7wqya?dl=0

Methodological texts:

- Bazeley, Patricia (2009). "Analysing Qualitative Data: More Than Identifying Themes". *Malaysian Journal of Qualitative Research* 2(2): 6-22. (http://www.researchsupport.com.au/Bazeley_MJOR_2009.pdf)
- Braun, Virginia and Clarke, Victoria (2006). "Using Thematic Analysis in Psychology", *Qualitative Research in Psychology* 3(2): 77-101.
- Fereday, J. and Cochrane, E.M. (2006) 'Demonstrating Rigor Using Thematic Analysis: A hybrid approach of inductive and deductive coding and theme development,' *International Journal of Qualitative Methods*, 5(1): 80-92
- Hsieh, H. F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative health research*, 15(9), 1277-1288.
- Miles, Matthew B., Huberman, A. Michael and Saldaña, Johnny (2014). *Qualitative Data Analysis: A Methods Sourcebook*. Thousand Oaks: Sage, ch. 4.
- Ritchie, Jane and Spencer, Liz (2002). "Qualitative Data Analysis for Applied Policy Research", in Huberman, A. Michael and Miles, Matthew B. (eds), *The Qualitative Research Companion*. Thousand Oaks: Sage, pp. 305-329.

Two examples of qualitative content analysis:

- Butcher, Howard Karl et al. (2001). "Thematic Analysis in the Experience of Making a Decision to Place a Family Member With Alzheimer's Disease in a Special Care Unit". *Research in Nursing&Health* 24: 470-80.
- Rausch, John and Hamilton, Matthew (2006). "Goals and Distractions: Explanations of Early Attrition from Traditional University Freshmen". *The Qualitative Report*, 11(2), 317-334. Retrieved from <http://nsuworks.nova.edu/tqr/vol11/iss2/6>

Additional readings

- Bowen, Glenn A. (2006). "Grounded Theory and Sensitizing Concepts." *International Journal of Qualitative Methods* 5(3), article 2. Retrieved on September 5 from http://www.ualberta.ca/~ijqm/backissues/5_3/pdf/bowen.pdf
- Boyatzis, RE (1998). *Transforming Qualitative Information*, Thousand Oaks, CA: Sage.
- Gibbs, Graham R. (2013). "Using Software in Qualitative Analysis", in Flick, Uwe (ed.), *The Sage Handbook of Qualitative Data Analysis*. London: Sage (e-version).
- Guest, Greg; MacQueen, Kathleen and Namey, Emily E. (2014). *Applied Thematic Analysis*. Thousand Oaks: Sage (ch. 7, Comparing Thematic Data).
- Maxwell, Joseph A. and Chmiel, Margaret (2014). "Notes Toward a Theory of Qualitative Data Analysis", in Flick, Uwe (ed.), *The Sage Handbook of Qualitative Data Analysis*, London: Sage, pp. 21-34.
- Maxwell, Joseph A. (2002). "Understanding and Validity in Qualitative Research", in Huberman, A. Michael and Miles, Matthew B. (eds), *The Qualitative Research Companion*. Thousand Oaks: Sage, pp. 37-64
- Mayring, Philipp (2000). Qualitative Content Analysis [28 paragraphs]. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 1(2), Art. 20, <http://nbn-resolving.de/urn:nbn:de:0114-fqs0002204>



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- *Miles, Matthew B., Huberman, A. Michael and Saldaña, Johnny (2014). *Qualitative Data Analysis: A Methods Sourcebook*. Thousand Oaks: Sage.
- Palmberger, Monika and Gingrich, Andre (2014). "Qualitative Comparative Practices: Dimensions, Cases and Strategies", in in Flick, Uwe (ed.), *The Sage Handbook of Qualitative Data Analysis*, London: Sage, pp. 94-108.
- Riessman, Catherine Kohler (2008). *Narrative Methods for the Human Sciences*. London: Sage, ch. 3 ("Thematic analysis" – for within-case analysis)
- Ryan, G.W. and Bernard, H.R. (2000) 'Data management and analysis methods' in Denzin, N. & Lincoln, Y. (eds), *Handbook of Qualitative Research*, 2nd ed, London: Sage.
- Saldaña, Johnny (2015). *The Coding Manual for Qualitative Researchers*. Thousand Oaks: Sage, 3rd edition.
- Schofield, Janet Ward (2002). "Increasing the Generalizability of Qualitative Research", in Huberman, A. Michael and Miles, Matthew B. (eds). *The Qualitative Researcher's Companion*. Thousand Oaks: Sage, pp. 171-204
- Schreier, M. (2014). "Qualitative content analysis", in Flick, Uwe, (ed), *The Sage Handbook of Qualitative Data Analysis*, London: Sage, pp 170-183.
- Steenbergen, Marco R.; Bächtiger, André; Spörndli, Markus and Steiner, Jürg (2003). "Measuring Political Deliberation: a Discourse Analysis". *Comparative European Politics* 2003/1: 21-48.



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Outline (indicative)

Day 1

Brief introduction to Qualitative Content Analysis (QCA):

- The logic and analytic features of qualitative data analysis
- QCA as a distinct approach (as opposed for instance to classical (quantitative) content analysis or discourse analytic approaches)
- QCA and its relation to epistemology and theory

QCA and the research process

- Inductive, deductive and hybrid approaches
- Degrees of formalisation

Analytic steps of QCA (1)

- Pre-analysis, coding and “theming” – the identification of patterns
- Cross- and within-case analysis
- Uses of theory in the coding process (“measurement” vs sensitising concepts approach)

The analysis of ‘natural’ vs generated data

Comparative analysis

Day 2

Analytic steps of QCA (2)

- From themes to interpretation: first and second-cycle coding
- Beyond data analysis: the iterativity of the research process and its practical implications

The construction of a data body

- Predefined and evolutive data bodies

Quality criteria in qualitative analysis and writing up

- Validity and reliability in QCA – formal and less formal approaches and their epistemological underpinnings
- Writing up qualitative research findings
- Limitations of QCA

Software assisted data analysis

- A short presentation of MaxQDA
- Using or not using a software?

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