

Qualitative Data Analysis Process

1. **Read through the data:** Read through all the qualitative data to get a general impression of the topics that are addressed. Take notes on possible themes or repeated words or phrases.
2. **Identify keywords and categories:** Based on the reading of the data and the research question, identify some categories of terms and keywords that appear throughout the data.
3. **Create a coding system:** Develop a coding system that will help you identify the places where the categories of words appear. Color-coding can help make patterns visible but can be very difficult to change in hard copies if you need to revise your codes. Abbreviations or symbols can also work. Codes should be easy to remember, record, and identify in the data.
4. **Code data:** Go through the data and mark the relevant sections with the appropriate codes.
5. **Revise codes:** After coding some of your data, you may decide that you need to divide or combine some categories to be more efficient or descriptive.
6. **Count instances:** Consider counting the instances of different keywords and recording the numbers in a spreadsheet for quantitative analysis.
7. **Determine relationships and patterns:** Create diagrams and charts, such as flowcharts, Venn diagrams, and hierarchical charts, to show relationships among categories.