

## Transcribing interview data

Important first step in data analysis. Involves close observation of data through repeated careful listening (and/or watching). A junior researcher delegated (can be mistake - if not trained or briefed)

For thematic analysis → verbatim transcripts حرفي (recorded word for word exactly as said including any nonverbal or background sounds)

Advantage: familiarity with data and attention to what actually there (facilitate realizations or ideas which emerge during analysis)

Disadvantage: takes long time ( 3 - 10 hours / hour of talk) should be allowed for in project time plans.

Tips: question by interviewer = I // responses from participants = P // END OF INTERVIEW in uppercase letters on the last line of the transcript // nonverbal sounds typed in parentheses ( )

## Thematic analysis

Definitions:

Thematic analysis => identifying, analyzing and reporting themes

Themes => patterns in data that are important or interesting and are the categories of the analysis.

The term "theme" is used for describing the fact that the data are grouped around a main issue.

✗ summarizing the data

✓ descriptive method that reduces the data in a flexible way

commonly used // most common form of analysis ? address wide variety of research questions and topics.

→ deductive thematic analysis: structure or predetermined framework is used to analyze data.

→ inductive thematic analysis: little or no structure, predetermined theory or framework is used to analyze data. Instead the actual data itself is used to derive the structure of analysis.

Thematic analysis is performed through the process of coding in six phases: (Braun & Clarke's framework)

## 1- become familiar with data

You should be familiar with all interviews through reading and re-reading the transcripts.

Researchers must immerse themselves with the data to familiarize themselves with the depth and breadth of the content.

It is useful to make notes and jot down early impressions (memoing).

⚠ Importance: provide the researcher with an entry point into analysis (way of engaging with and gaining insight into what can sometimes appear to be overwhelming mass of data) || when done poorly or not at all the rest of the analysis often suffers.

It is through examining the data that specific patterns and meanings in the writings gradually emerge.

## 2- generate initial codes

Codes and coding = labels and labeling

➡ Codes are short, descriptive words or phrases that assigns meaning to the data relevant to the researcher's analytic interests.

We coded each segment of data that was relevant to or captured something interesting about our research questions. (relevant = repeated, surprising, important...)

⚠ Importance: allow the researcher to simplify and focus on specific characteristics of the data and researchers will move from unstructured data to the development of ideas about what is going on in the data.

➡ In vivo codes are phrases taken from the participants to capture the meaning of the line of text passage.

✓ **Structural (or index) coding:** coding based on questions and/or topics of inquiry.

✓ **Descriptive coding:** using nouns to code the basic topics of chunks of data.

✓ **Process coding:** using ing words to code action in the data, used in grounded theory.

### **3- search for themes among codes**

Theme within which similar pieces of data can be tied together and within which the researcher may answer the question "why?"

Themes development involves examining codes and combining or collapsing them together into bigger or more meaningful patterns.

⚠ *The themes produced at this stage are considered preliminary.*

### **4- review themes**

Themes should be coherent and they should be distinct from each other.

And this stage we may delete themes, collapse them together, and identify sub-themes.

⚠ *at the end of this phase, researchers have a good idea of the different themes, how they fit together, and the overall story they tell about the data.*

### **5- define and name themes**

This is the final refinement of the themes.

⚠ *The aim is to identify the essence of what each theme is about.*

Theme names need to be punchy and immediately give the reader a sense of what the theme is about.

### **6- produce the final report (write-up)**

*Direct quotes* from participants are an essential component of the final report.

Literature can be used to confirm the research findings as well as provide an opportunity to challenge and add to the literature.

Many authors recommend submitting the analyses to participants for their feedback through the process of member checking.