

Qualitative Data Analysis



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Qualitative Data Analysis
Part 1



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Learning Objectives

This session seeks to discuss qualitative data analysis methods for case study research.

- By the end of the session, students will be able to understand and explain within case analysis and cross-case analysis.
- Students will also learn about how to write case studies.



Chapter 8

- Creswell, J. W. (2007). *Qualitative Enquiry and Research Design: Choosing Among Five Approaches*. SAGE Publications. London
- Data Analysis and Representation
- Chapter 8

www.tinyurl.com/creswell2007a



Relevant Chapters

- Mason, Jennifer. Qualitative Researching, 2nd edition, Sage, 2002.
- Miles, Matthew B., and Huberman, A. Michael. Qualitative Data Analysis, 2nd ed., Sage, 1994. (or recent edition)



Other Readings

- Eisenhardt, K. M. (1989) Building Theories from Case study Research, Academy of Management Review, Vol. 14, Issue 4, pp 532-550.
 - www.tinyurl.com/8m27nd2
- Yin, R. K. (2003). Case Study Research: Design and Methods (3rd edition, Volume 5). SAGE Publications: London.
 - www.tinyurl.com/9co7xfa

Other books – www.goo.gl/I6RA2



Components of Case Study Research Design

1. A study's questions;
2. Its propositions, if any;
3. Its unit(s) of analysis;
4. the logic linking the data to the propositions;
5. the criteria for interpreting the findings.



Recap: Forms of Qualitative Data

1. Observation (non-participant – participant)
2. Interviews (close – open)
3. Documents and Text (private – public)
4. Audio-visual (audio, pictures, mobile phone text, social media, video et cetera)





Core Strategies for Qual. Data Analysis

1. Coding the data
 - Reducing the data into meaningful segments and assigning names to the segments
2. Combining the codes into broader categories or themes
3. Displaying and making comparison in data graphs, tables, and charts





Case Study Research Process

Table 1
Process of Building Theory from Case Study Research

Step	Activity	Reason
Getting Started	Definition of research question Possibly a priori constructs	Focuses efforts Provides better grounding of construct measures
Selecting Cases	Neither theory nor hypotheses Specified population Theoretical, not random, sampling	Retains theoretical flexibility Constrains extraneous variation and sharpens external validity Focuses efforts on theoretically useful cases—i.e., those that replicate or extend theory by filling conceptual categories
Crafting Instruments and Protocols	Multiple data collection methods Qualitative and quantitative data combined Multiple investigators	Strengthens grounding of theory by triangulation of evidence Synergistic view of evidence Fosters divergent perspectives and strengthens grounding
Entering the Field	Overlap data collection and analysis, including field notes Flexible and opportunistic data collection methods	Speeds analyses and reveals helpful adjustments to data collection Allows investigators to take advantage of emergent themes and unique case features



Case Study Research Process

Analyzing Data	Within-case analysis Cross-case pattern search using divergent techniques	Gains familiarity with data and preliminary theory generation Forces investigators to look beyond initial impressions and see evidence through multiple lenses
Shaping Hypotheses	Iterative tabulation of evidence for each construct Replication, not sampling, logic across cases Search evidence for "why" behind relationships	Sharpens construct definition, validity, and measurability Confirms, extends, and sharpens theory Builds internal validity
Unfolding Literature	Comparison with conflicting literature Comparison with similar literature	Builds internal validity, raises theoretical level, and sharpens construct definitions Sharpens generalizability, improves construct definition, and raises theoretical level
Reaching Closure	Theoretical saturation when possible	Ends process when marginal improvement becomes small



Organizing Qualitative Data for Case Study

Step	Activity
Data Managing	Create and organize files for data
Reading, Memoing	Read through text, make margin notes form initial codes
Describing	Describe the case and its context
Classifying	Use categorical aggregation to establish themes or patterns
Interpreting	Use direct interpretation Develop naturalistic generalizations
Representing, visualizing	Present in-depth picture of the case using narrative, tables and figures

Data Analysis Spiral

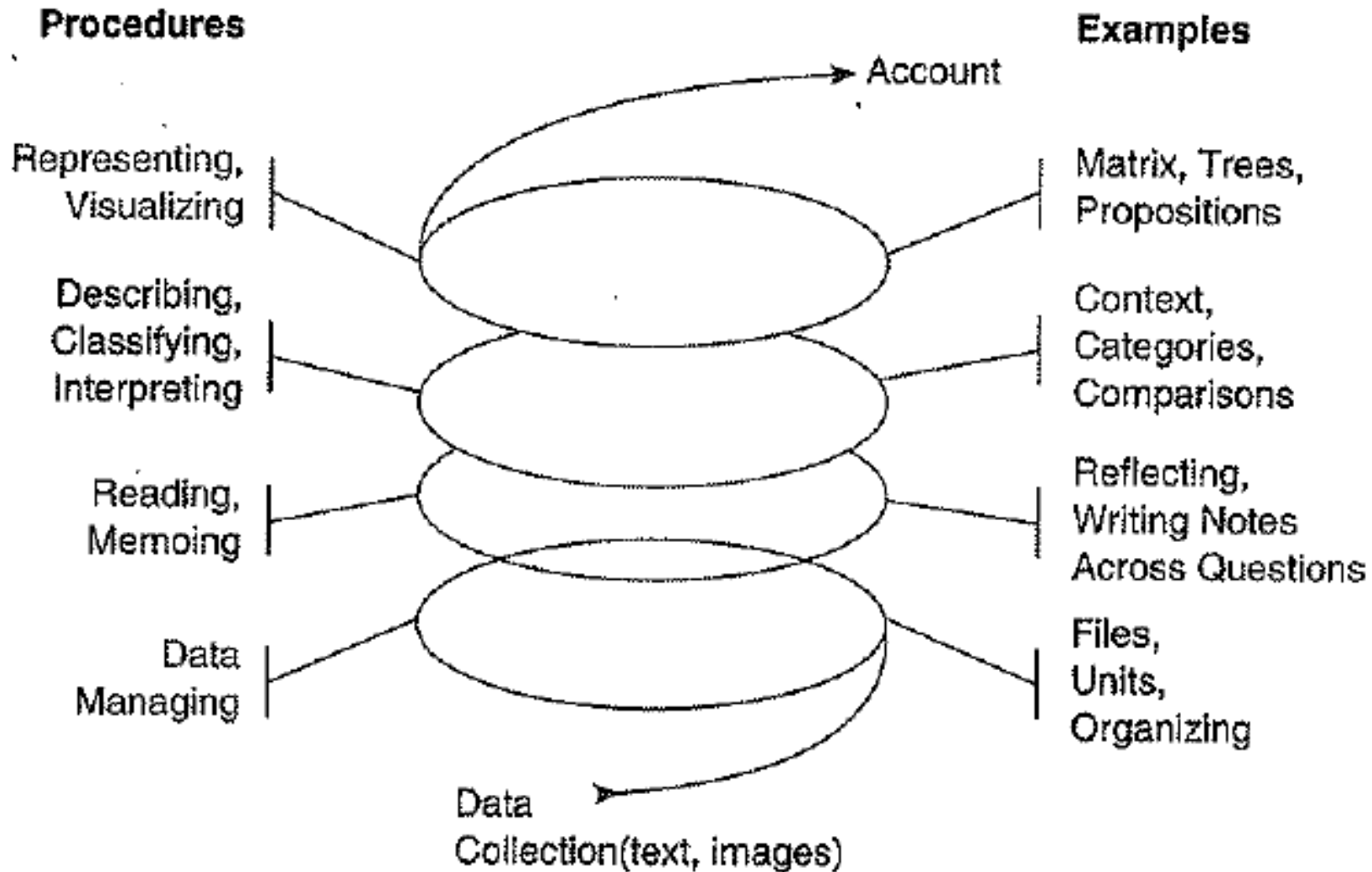


Figure 8.1 The Data Analysis Spiral

Analysis within Case study



Within Case Analysis:

- Analysis consists of making a **detailed description** of the case and its setting.
- In **Categorical Aggregation**, the researcher seeks a collection of instances from the data, hoping that issue-relevant meanings will emerge.
- Also, the researcher establishes ***patterns*** and looks for a correspondence between two or more categories.



Analysis within Case study

Case study Research:

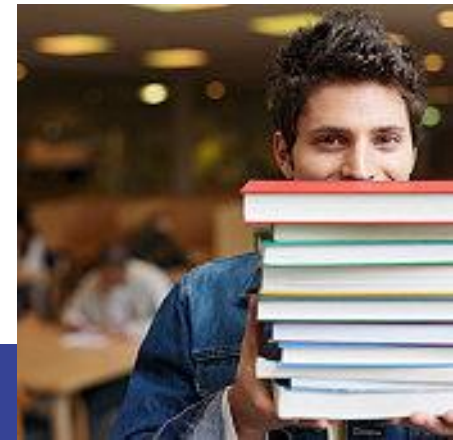
- In ***direct interpretation***, on the other hand, the case study researcher looks at a **single instance** and draws meaning from it without looking for multiple stances.
- It is a process of pulling the data apart and putting them back together in more meaningful ways.



Analysis within Case study

Cross-case study

- Analytic technique when the researcher studies two or more cases.
- A **word table** can be created to display the data from individual cases according to some uniform framework.





Analysis within Case study

Case study Research:- Cross-case

- The implication of this is that the researcher can look for **similarities and differences** among the cases.
- Finally, the researcher develops ***naturalistic generalizations*** from analyzing the data; generalizations that people can learn from the case either for themselves or to apply to a population of cases.

Case Study Design Test



Tests	Case Study Tactic	Phase of research in which tactic occurs
Construct validity	<ul style="list-style-type: none"> ● Use multiple sources of evidence ● Establish chain of evidence ● Have key informants review draft case study report 	data collection data collection composition
Internal validity	<ul style="list-style-type: none"> ● Do pattern-matching ● Do explanation-building ● Address rival explanations ● Use logic models 	data analysis data analysis data analysis data analysis
External validity	<ul style="list-style-type: none"> ● Use theory in single-case studies ● Use replication logic in multiple-case studies 	research design research design
Reliability	<ul style="list-style-type: none"> ● Use case study protocol ● Develop case study database 	data collection data collection

Figure 2.3 Case Study Tactics for Four Design Tests
 SOURCE: COSMOS Corporation.



- Thank YOU