Contents

List of figures, illustrations and tables vi
Preface xi
Acknowledgements xiv

1 Introduction 1
2 What is qualitative data? 9
3 What is qualitative analysis? 30
4 Introducing computers 55
5 Finding a focus 63
6 Managing data 74
7 Reading and annotating 83
8 Creating categories 94
9 Assigning categories 113
10 Splitting and splicing 129
11 Linking data 152
12 Making connections 168
13 Of maps and matrices 192
14 Corroborating evidence 219
15 Producing an account 237
16 Conclusion 264

Appendix 1: ‘If the Impressionists had been Dentists’ 269
Appendix 2: Software 273
Glossary 275
References 277
Index 280
Figures, illustrations and tables

FIGURES

1.1 The steps involved in data analysis – chapter by chapter 8
2.1 Describing a bit of data as a ripple in the flow of experience 18
2.2 Category relating two similar observations 19
2.3 Categorizing using inclusive categories 20
2.4 Nominal variable with mutually exclusive and exhaustive values 22
2.5 Ordinal variable indicating order between observations 23
2.6 Interval variable with fixed distance between values 23
2.7 Quantitative and qualitative data in dynamic balance 28
3.1 Qualitative analysis as a circular process 31
3.2 Three aspects of description in qualitative analysis 32
3.3 Categorizing as a method of funnelling data 43
3.4 Derivation of nominal variables with exclusive and exhaustive values 45
3.5 Formal connections between concepts 46
3.6 Formal and substantive connections between building blocks 47
3.7 Connections between chronological or narrative sequences 50
3.8 Causal connections between concepts 51
3.9 Qualitative analysis as a single sequential process 53
3.10 Qualitative analysis as an iterative spiral 53
4.1 A link between text held in separate locations 59
5.1 Deriving hypotheses about humour from the literature 69
5.2 Main themes for analysing humour 72
5.3 Integrating themes around issues of style and substance 73
6.1 Case documents kept in a hierarchical file system 79
6.2 Data stored in fields on a card-based filing system 80
7.1 Relating data to key themes 91
7.2 Mapping ideas to data within and across cases 92
7.3 Relating two ideas 93
8.1 Alternative category lists for analysing female stereotypes 101
8.2 Weighing up the degree of refinement in initial category set 106
8.3 Developing a more refined category list 108
9.1 Categorizing data – 1 113
9.2 Categorizing data – 2 114
9.3 Categorizing data – 3 114
10.1 Levels of subclassification of the subcategory ‘suffering’ 137
10.2 Initial relationships between categories 140
10.3 Incorporating categories, and distinguishing more and less important lines of analysis 141
10.4 Reassessing relationships between categories – 1 142
10.5 Reassessing relationships between categories – 2 144
10.6 Reassessing position of categories in analysis 145
10.7 Revising analysis with minimum disturbance 148
10.8 Comparing subcategories of ‘substance’ 148
10.9 Shifting the analytic emphasis 150
11.1 Single hyperlink between two bits of data stored separately 153
11.2 Multiple hyperlinks between bits of data stored separately 154
11.3 Linking dentists and patients 154
11.4 Observing the link ‘debunked by’ between databits 156
11.5 Linking and categorizing complement each other 157
11.6 Linking two databits 158
11.7 An explanatory link between two databits 160
11.8 Linking and categorizing two databits 160
11.9 Inferring an explanatory link between two databits 161
11.10 Explaining Mrs Sol Schwimmer’s litigation 163
11.11 Conditional and causal links in the tale of Kaufman and Tonnato 166
11.12 Connecting incongruous and cathartic humour 166
11.13 Linking data and connecting categories 167
12.1 The difference between associating and linking events 170
12.2 Association and linking as mutually related means of establishing connections 171
12.3 Following a trail of links through the data 181
12.4 Two trails of links through the data 181
12.5 Following a trail of different links through the data 182
12.6 A ‘chain’ of causal links in the data 183
12.7 Retrieving chronological links in the Claire Memling story 184
12.8 Vincent’s explanations linked to chronology of events in the Claire Memling story 185
13.1 Textual and diagrammatic displays of information 193
13.2 Map of relationship between two concepts 204
13.3 Map of complex relationships between four variables 204
13.4 The history of the universe through time 204
13.5 A small selection of symbols based on computer graphics 205
13.6 Differentiating concepts through different shapes and patterns 205
13.7 Incorporating detail by including subcategories
13.8 Adjusting for the empirical scope of categories
13.9 Mapping relationships for all cases
13.10 Comparing differences in scope through a bar chart
13.11 Using overlaps to indicate scale
13.12 Adjusting for scope in presenting classification scheme
13.13 Adjusting scope of most refined categories
13.14 Distinguishing exclusive and inclusive relationships
13.15 Making relationships between categories more explicit
13.16 Representing strength of different causal relationships
13.17 Comparing strength of relationships between categories
13.18 Integrating connections between categories
13.19 Representing reciprocal connections between categories
13.20 Identifying positive and negative categories
13.21 Representing concurrence between categories
13.22 Using space to represent time
14.1 Concurrence between categories
14.2 Two routes through the data, arriving at different results
15.1 The whole is greater than the sum of the parts – 1
15.2 The whole is greater than the sum of the parts – 2
15.3 Tree diagrams representing different analytic emphases
15.4 Tree diagrams indicating different analytic emphases
15.5 Different writing strategies – sequential and dialectical
15.6 Decision-making laid out in algorithmic form
15.7 Procedures for assigning categories in algorithmic form
15.8 The two aspects of generalization
16.1 Linear representation of analysis
16.2 Loop representation of analysis
16.3 Analysis as an iterative process

ILLUSTRATIONS

1.1 Different approaches to qualitative research
2.1 Structured and unstructured responses to the question
   ‘What are the main advantages and disadvantages of closed
   questions in an interview?’
2.2 Example of a grading and marking system
2.3 Grades with different mark bands
3.1 Personal ads
5.1 ‘The library’
5.2 Comments on feminist humour
6.1 ‘Two attendants at a Turkish Bath’
6.2 Recording data fully but inefficiently
6.3 Filing reference information – questions and sources
6.4 Data filed efficiently 78
7.1 ‘In the Office’ 85
7.2 Using memos to open up lines of enquiry 89
7.3 Linking memos and data 90
8.1 Preliminary definitions of categories 103
8.2 Developing a more extensive category list 107
9.1 Two ways of identifying ‘bits’ of data 116
9.2 Overlapping bits of data 117
9.3 A preliminary category list 119
9.4 Checking memos prior to categorizing data 122
9.5 Contrasting definitions of the category ‘temperament’ 123
9.6 Inferring an emotional state from behaviour 123
9.7 Data stored following categorization of a databit 125
9.8 Categorizing Vincent’s first letter 127
10.1 Comparing databits assigned to different categories 130
10.2 Databits assigned to the category ‘suffering’ 130
10.3 Subcategories of ‘suffering’ 134
10.4 Subcategorized databits for the category ‘suffering’ 138
10.5 Subdividing databits between subcategories 138
10.6 Comparing databits between categories 143
11.1 Possible links 156
11.2 Information held on linked databits 164

TABLES

3.1 Implicit classifications in everyday life 41
8.1 Alternative category lists 101
11.1 Result of linking and categorizing two databits 160
11.2 Multiple links between databits 162
11.3 Linking non-sequential databits 162
12.1 Concurrence between categories 172
12.2 Comparing databits between the different cells 173
12.3 List of indexed databits 173
12.4 Boolean operators for category retrievals 174
12.5 Retrieval based on categories assigned to proximate bits of data 175
12.6 Retrieval based on categories ‘temperament’ and ‘suffering’ assigned to proximate bits of data 176
12.7 Categories analysed as case variables 177
12.8 Cross-tabulating categories as case variables:
‘temperament’ and ‘suffering’ in Vincent’s letters (N = 0) 177
12.9 Identifying connections between categories for databits assigned to category ‘suffering’ and databits linked to these by the link ‘caused by’ 186
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.10</td>
<td>Connecting ‘X’ categories ‘transposing’ and ‘temperament’ to</td>
</tr>
<tr>
<td></td>
<td>‘Y’ category ‘suffering’ through causal links between the</td>
</tr>
<tr>
<td></td>
<td>databits</td>
</tr>
<tr>
<td>13.1</td>
<td>Comparing information across cases</td>
</tr>
<tr>
<td>13.2</td>
<td>Matrix with non-exclusive values</td>
</tr>
<tr>
<td>13.3</td>
<td>Using a matrix to explore variation in the data</td>
</tr>
<tr>
<td>13.4</td>
<td>Databits by case and category</td>
</tr>
<tr>
<td>13.5</td>
<td>Data indices by case and category</td>
</tr>
<tr>
<td>13.6</td>
<td>The number of assignations of each category by case</td>
</tr>
<tr>
<td>13.7</td>
<td>Recoding the data to express more meaningful values</td>
</tr>
<tr>
<td>13.8</td>
<td>Analysing subcategories as separate variables</td>
</tr>
<tr>
<td>13.9</td>
<td>Recategorizing variables as values of ‘suffering’</td>
</tr>
<tr>
<td>13.10</td>
<td>Frequencies for the variable ‘suffering’</td>
</tr>
<tr>
<td>13.11</td>
<td>Cross-tabulating ‘occupation’ and ‘suffering’</td>
</tr>
<tr>
<td>15.1</td>
<td>Databits assigned to categories ‘active’ and ‘passive’</td>
</tr>
<tr>
<td>15.2</td>
<td>‘Passive’ and ‘active’ responses by gender</td>
</tr>
<tr>
<td>15.3</td>
<td>Distribution of responses by case</td>
</tr>
</tbody>
</table>