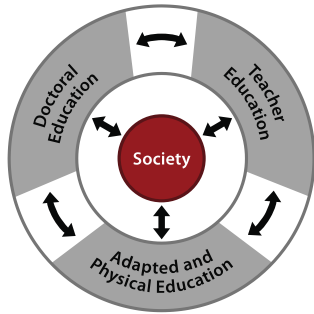




Data Analysis in Qualitative Research

Physical Education Program



Dr. Sue Sutherland
The Ohio State University



Data Analysis

- Analysis
 - Process of systematically searching and arranging all of your data to allow you to come up with findings
- Interpretation
 - Developing ideas about your findings and relating back to the literature



Data Analysis

- Don't wait until all your data is collected
- Ongoing analysis of the data will help to focus future data collection, raise new insights you want to explore, help you to realize areas that need more probing/data.
- Inductive or deductive process



Beginning the Data Analysis Process

- Read, read, read, and read some more all of your data corpus
- Organize how best suits you
 - Software packages – e.g. NVIVO
 - Hands on with the data – use of post its, cards, print outs
- Hands on
 - Print out your data with two columns and room between lines to allow for coding.
 - One column has the data
 - Second column allows room for your initial interpretation of the data



Beginning the Coding Process

- Toys in the gym
 - Process of sorting the toys in the gym into different piles according to a scheme that you develop
- In the data, words, phrases, behavior, etc repeat or stand out
- Begin to find a label of phrase that represents these piles to separate them from other piles
- Develop a list of coding categories – this can be driven by your questions, theoretical approach etc
- Constantly revisit data chunks when new codes arise



Beginning the Coding Process

- Constantly revisit data chunks when new codes arise
- Disconfirming evidence or negative case
- As codes develop begin to look for codes that fit together into larger concepts/thoughts – begin transforming codes into initial theme
- Constantly revisit your themes as you move through the process



Coding Family

- Kinds of codes – broad areas to consider in your coding
- Testing theory use codes from the theory (deductive)
 - apply the theory to the data
- Setting/context codes
 - Information on the setting, participants etc
- Definition of the situation codes
 - How subjects define setting or topics etc
- Perspectives held by subjects
 - Ways of thinking of some or all of participants



Coding Family

- Subject's ways of thinking about people and objects
 - Subjects understanding of each other, outsiders, objects that make up their world
- Process codes
 - Categorize sequencing of events, changes over time, etc
- Activity codes
 - Regularly occurring kinds of behavior – student smoking, joking, lunch, warm up, game etc



Coding Family

- Event codes
 - Units of data that are related to specific activities in the setting or subjects lives etc
- Strategy codes
 - Ways people accomplish things
- Relationship and social structure codes
 - Cliques, friendships, coalitions, enemies etc.



Coding Family

- Event codes
 - Units of data that are related to specific activities in the setting or subjects lives etc
- Strategy codes
 - Ways people accomplish things
- Relationship and social structure codes
 - Cliques, friendships, coalitions, enemies etc.



Themes

- Themes develop from your coding process
- Could be related to RQ's, theory, what you see in the data
- Use of themes and sub-themes
- Must be related to the purpose of your study!



Rigor

- Outline what you did in your data analysis
- Research journal for reflexivity on the whole research process
- Coding book - codes and possible initial interpretation
- Audit trail





Thank You

Physical Education Program

