

Centre for Qualitative Research

MAIN TRAINING PACKAGE

SESSION FIVE

Analysing interview and focus group data (thematic analysis)

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Tuesday 25 May 2021

Session Summary

Thematic analysis is about finding patterns in qualitative data. In this introductory session, we will discuss some of the challenges to conducting qualitative analysis, before looking at Thematic Analysis in detail. We will go through Braun and Clarke's (2006) six-phase approach to Thematic Analysis and see some examples of how this method can be applied in practice. We will then proceed to the bulk of the workshop: coding interview transcripts. You will work in small groups to analyse interview transcripts in relation to a research question. By the end of the session, the whole workshop group will combine their analysis with the aim of identifying broad themes (patterns) that capture the interview data set.

By the end of this workshop you will have:

- Gained experience of how to analyse a qualitative data set.
- Developed an appreciation for the myriad of problems inherent to qualitative data analysis.
- Appreciated the importance of following robust qualitative data analysis procedures for your own research.

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Summary

- Thematic analysis is about finding patterns (themes) in qualitative data.
- Participants will find these patterns in an interview data set using Braun and Clarke's (2006) approach to Thematic Analysis.
- Through individual and group work, the session will culminate with the entire workshop class identifying overarching themes for a research question.

Reading List

Braun, V. & Clarke, V. (2006) 'Using Thematic Analysis in Psychology.' *Qualitative Research in Psychology*, 3(2), pp. 77–101.

- This paper outlines Braun and Clarke's six phase approach to Thematic Analysis.

Frith, H. & Gleeson, K., 2004. Clothing and embodiment: Men managing body image and appearance. *Psychology of Men & Masculinity*, 5(1), pp. 40-48

- This is an excellent example of thematic analysis.

Crowe, M., Inder, M. & Porter, R., 2015. Conducting qualitative research in mental health: Thematic and content analyses. *Australian & New Zealand Journal of Psychiatry*, 49(7), pp. 616-623.

- This paper provides a succinct overview of the difference between Thematic and Content analyses.

Saldaña, J. (2009). *An Introduction to codes and coding. The Coding manual for Qualitative Researchers*, 1-31.

- Really useful overview of coding qualitative data

Animation

<https://biteable.com/watch/3031784/d544ab1e262046672da743936b36eb02>

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