

# 3

## Data Analysis

This paper is authored by Anselm Strauss, one of the founders of the grounded theory approach. It offers insights into how to develop substantive and formal theories from qualitative data.

*Qualitative Inquiry*, 1 (1): 7–18 (1995)

DOI: 10.1177/107780049500100102

<http://qix.sagepub.com/cgi/reprint/1/1/7>

Notes on the Nature and Development of General Theories

Anselm Strauss, University of California, San Francisco

Grounded theory seeks to generate codes from data. This advanced paper considers how codes can be related to one another. It illustrates the argument with research on homelessness.

*Qualitative Research*, 9 (3): 355–81

<http://qrj.sagepub.com/content/9/3/355>

DOI: 10.1177/1468794109106605

Problematics of grounded theory: innovations for developing an increasingly rigorous qualitative method

Jason Adam Wasserman, Texas Tech University; Jeffrey Michael Clair, University of Alabama at Birmingham; Kenneth L. Wilson, University of Alabama at Birmingham

http:

### LINKS

[www.groundedtheory.com/](http://www.groundedtheory.com/)

<http://sbs.ucsf.edu/medsoc/anselmstrauss>

## 2 part one Theory and Method in Qualitative Research

This paper shows how narrative analysis can be carried out. It is based on interviews with schoolchildren.

*Qualitative Research*, 8 (3): 293–305 (2008):

<http://qrj.sagepub.com/content/8/3/293>

Common knowledge: reflections on narratives in community

Erine E. Seaton, Merrimack College and Tufts University, USA

### PODCAST

A Qualitative Study on Health Providers' Illness Narratives

Published 18 January 2008

[www.ipp-shr.cqu.edu.au/podcasts/?id=10&podcastType=1](http://www.ipp-shr.cqu.edu.au/podcasts/?id=10&podcastType=1)

In this podcast interview, we learn how one researcher has used narrative analysis.

In this paper, Liz Stanley considers how you can use a narrative enquiry approach for investigating large-scale complex social phenomena, in this case connected with the rise of nationalism in South Africa and women's role in it.

*Qualitative Research*, 8 (3): 435–47 (2008):

<http://qrj.sagepub.com/content/8/3/435>

Madness to the method? Using a narrative methodology to analyse large-scale complex social phenomena

Liz Stanley, University of Edinburgh

http:

### LINK

Cathy Riessman's account of narrative analysis is used in Chapter 3. For a summary and review of Riessman, 2008, by R. Lyle Duque, 2010: 'Forum: Qualitative Social Research'.

[www.qualitative-research.net/index.php/fqs/article/view/1418](http://www.qualitative-research.net/index.php/fqs/article/view/1418)

### EXERCISE

Take any one data extract used in any of the linked papers. Now attempt data analysis using any *one* approach not used by the author. For example, use content

analysis or narrative analysis when the data have been analysed by the author using grounded theory.

Consider what you have learned about the strengths and weaknesses of the approach you have used.

Qualitative research is supposed to offer 'rich' descriptions of social reality. This paper shows that such richness will vary according to our research problem and methodology.

*Qualitative Inquiry*, 11 (6): 861–79 (2005)

DOI: 10.1177/1077800405280663

<http://qix.sagepub.com/cgi/reprint/11/6/861>

The Need for Thin Description

Wayne H. Brekhuis, University of Missouri–Columbia; John F. Galliher, University of Missouri–Columbia; Jaber F. Gubrium, University of Missouri–Columbia

**Key words:** data richness • thin description • Tearoom Trade

### EXERCISE

In what sense should 'rich description' be the aim of qualitative research? If so, how can you achieve it? If not, why not?

In this fascinating paper, based on her study of music education, Kathryn Roulson reviews the problems she discovered in her first research report and shows how she revised her data analysis with striking results.

*Qualitative Research*, 1 (3): 279–302 (2001):

<http://qrj.sagepub.com/cgi/reprint/1/3/279>

Data analysis and 'theorizing as ideology'

Kathryn Roulson, University of Georgia

**Key words:** conversation analysis • data analysis • interview data • qualitative research • reanalysing data

### EXERCISE

Kathryn Roulson reveals the importance of analytical models in shaping your data analysis.

- What model informs your research and why are you using it?
- Try redoing your analysis of a small piece of data using a different model.

## YOUTUBE

### **Content Analysis 2.19 minutes**

[www.youtube.com/watch?v=LU7nnilpwf4](http://www.youtube.com/watch?v=LU7nnilpwf4)

An original and humorous short video illustrating how content analysis can be applied to video data.

### **Group 4 Content Analysis Part 1 7.44 minutes & Part 2 5.48 minutes**

[www.youtube.com/watch?v=\\_Ckvzp6rlww](http://www.youtube.com/watch?v=_Ckvzp6rlww)

Here is another example demonstrating content analysis of two different US TV channel outputs at evening peak-time viewing, identifying scenes of violence, sexual content and sexual terms. A summary of results and conclusions is revealed from 5 minutes at Part 2 and a brief statement concerning the limitations of this method in drawing further conclusions.

### **Grounded Theory – Core Elements Parts 1 & 2**

[www.youtube.com/watch?v=4SZDtp3\\_New](http://www.youtube.com/watch?v=4SZDtp3_New)

Graham Gibbs introduces grounded theory. His other videos, which are all enhanced by PowerPoint slides, cover:

- a Open coding, Parts 1, 2, 3 and 4
- b Line-by-line analysis
- c Axial coding
- d Selective coding
- e Analytic induction
- f Procedural analysis
- g Theorists' versions of grounded theory (Glaser, Strauss, Corbin and Charmaz).

### **What is narrative analysis? by Vanessa May 14.59 minutes**

[www.youtube.com/watch?v=ofTi9AMH1LQ](http://www.youtube.com/watch?v=ofTi9AMH1LQ)

The full 36 minute talk is available at:

[www.methods.manchester.ac.uk/methods/narrative/index.shtml](http://www.methods.manchester.ac.uk/methods/narrative/index.shtml)

Where narratives can be sourced, the social science approach to appreciating the contextual importance of language, and some examples of approaches to narrative analysis depending on data sources.