



Analysing Interview Data (1)

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WARWICK INSTITUTE *for*
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A photograph showing a group of people's hands raised in the air, symbolizing a show of hands or a vote. The hands are of various skin tones and are positioned at different heights, creating a sense of collective action. The background is a dark, solid color.

Show of hands...

Aims of the week 3 and 4 sessions

- To reflect on the nature and purpose of interviews, etc. as a form of qualitative data
- To introduce different processes, techniques and theories for analysing and synthesising data
- To explore different techniques for analysing and coding data

Week 3

- Overview of analyses process
- Review of approaches and techniques for analysing interview data
- Process of data analysis, conceptualisation and theory building
- The processes we are going to work through be used to analyse other data such as field notes, observations, articles....

What is data analysis?

- Making sense of and representing data
- Preparing data for analysis
- Conducting different analysis
- Moving deeper and deeper into understanding data – finding patterns and themes
- Making an interpretation of the bigger picture
- Help improve your next interviews

Qualitative analysis process

Data collection and management

Organising and preparing data

Coding and describing data

Conceptualisation, classifying, categorising,
identifying themes

Connecting and interrelating data

Interpretation, creating explanatory accounts,
providing meaning

Process of analysis

- Approaches to analysis vary in terms of basic epistemological assumptions about the nature of the enquiry
- Approaches also differ in term of analytic approaches – inductive and deductive methods
- Ongoing process of continual reflection

Deductive approaches

- Use of a structure or predetermined framework
- Researcher imposes own structure or theories on the data for the analytic process
- **Advantages** – relatively quick and easy, informed by literature, useful where probable participant responses are known
- **Disadvantages** – inflexible, possibility of biases, limits in-depth exploration of data, can limit theme and theory development

Inductive approaches

- Little or no predetermined theory, structure or framework is used
- Data is used to derive the structure of analysis
- **Advantages** – comprehensive, in-depth, useful where little or nothing is known about the study phenomenon
- **Disadvantages** – time-consuming

Thematic analysis

- An approach to identifying, analysing and reporting patterns across the data
- Widely used approach as supports the organisation and description of data
- **Advantages** – “theoretically flexible”, provides a rich interpretation of study, both inductive and deductive
- **Disadvantages** – concerns that analysis may be weak or superficial

The use of literature in data analysis

- Use of literature varies considered
- Widely debated
- Literature can be used to inform analysis, such as identification of themes in thematic analysis
- Not used in grounded theory (?)

Qualitative analysis approaches and traditions

- Ethnography
- Life history
- Case study
- Content analysis
- Conversation analysis
- Discourse analysis
- Analytical induction
- Grounded theory

Structured/
formal

- Quasi-statistical
- Qualitative to quantitative
- Content analysis
- Hypothesis testing approach

Descriptive/
Interpretative

- Understand meaning
- No or few priori codes
- Typologies/frameworks
- Researcher interpretation

Less structured/
informal

- Immersion
- Reflection
- Form hypothesis to fit data

Analytical process

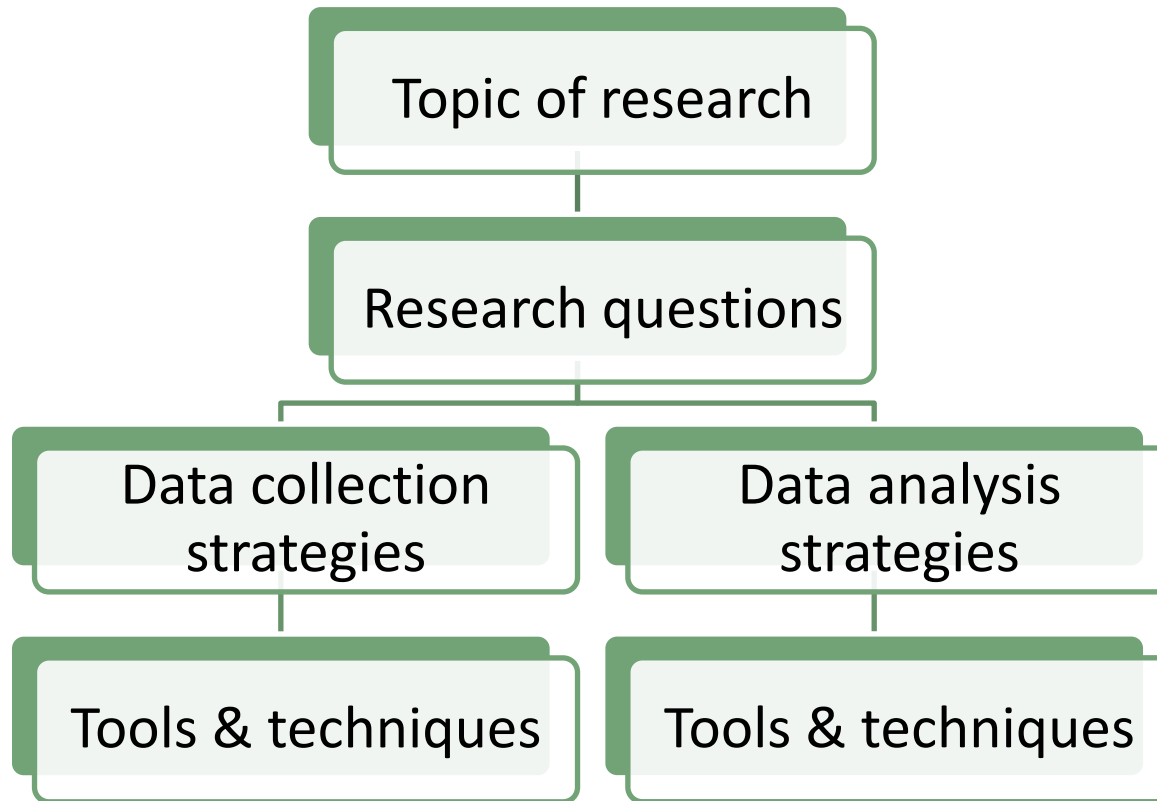
- Know your data – do preliminary analysis
- Be reflective and recognise it is a continuous process
- Focus your analysis:
 - Topic, time period or event
 - Individual, case (one organisation or one family) or group (a group of older men)
- Identify themes and codes
- Organise codes and themes into categories
- Identify patterns and relationships
- Write it up

Questions of reliability and validity

- Internal validity
- External validity – transferable
- Reliable – replicable
- Objective or subjective

Need to shift from positivist to qualitative concepts

The place of 'analysing interview data' within the research process



Possible data analysis strategies

- A deductive approach relying on theoretical propositions or predefined constructs
- An inductive approach to generate explanations from the data
- Description (e.g. summary, timeline of events, characteristics and behaviour of the sample)
- A combination of these...

Tools & techniques

- Data collection techniques:
 - in-depth interviews, field notes from observations, diaries, videos, publicly-available records
- Data analysis techniques :
 - Content analysis
 - Grounded analysis / Thematic analysis
 - Discourse Analysis
 - Conversational Analysis
 - Documentary Analysis
- Possible tools include:
 - Computer Aided Qualitative Data Analysis Software
 - Use of matrices

Example

THE IMPACT OF CROWDFUNDING ON EMPLOYMENT AND EMPLOYABILITY

Research question: Whether and how the use of this tool can help build skills or gather resources that will help to improve a person's employability or employment situation (including self-employment and entrepreneurship).

Data analysis strategy: Use of theoretical propositions based on the employability framework

Tools & techniques: Thematic analysis, use of matrices to compare data on common themes, no need to use qualitative data analysis software

Brief exercise

1. Thinking about your own research, reflect on:
 - The topic of research
 - The research question(s)
 - Possible data collection **and** analysis strategy
 - Data analysis tools & techniques
2. Discuss this with people sitting next or around you
3. Share with the rest of the group

INTERVIEWS

- Interviews as a form of qualitative data
- Interview data as one among various forms of qualitative data
- Interview data versus 'naturally occurring data'

Aim of the interviews as qualitative data

- What do you want out of the analysis?
 - Exploring propositions or constructs (following a more deductive approach)
 - **An explanation in the form of substantive or formal theory (following a more inductive approach)**
 - A description (of events, behaviour, etc.)

WHEN ANALYSING INTERVIEWS, WE USUALLY MOVE BETWEEN THESE AIMS

About building theory:

“The final product of building theory from case studies may be concepts, a conceptual framework, or propositions or possibly mid-range theory... On the downside, the final product may be disappointing. The research may simply replicate prior theory, or there may be no clear patterns within the data.”
(Eisenhardt, 1989: 545).

Data analysis: description and conceptualisation

- Description – providing an account of the case or cases considered
- Conceptualisation – the generation of general, abstract categories from the data and establishing how they help to explain the phenomenon under study
- Both valuable and necessary but...

Description: an example

Table 9. Staff turnover as a non-issue

<i>Employer</i>	<i>Description</i>	<i>Type of labour</i>
Recruitment Company	High rotation of workers within the industry. However, mentioned that this is not problematic since there is little investment in training or attracting people and no qualifications are necessary.	Low skilled
Transport Company	Used to employing staff seasonally. Drivers that work one season might come back the next.	Skilled
Holiday Park	Reported low levels of staff turnover. However, they recruit on short-term contracts and this calculation is based on people completing their contract. They do not rely on renewing employees contracts.	Low skilled
Family Indoor and Outdoor Complex	Retention not an issue in positions where they employ young people since the job doesn't require high levels of training and they are used to employing them for a few hours per week. They may 'come and go' and this is not a problem to the business.	Low skilled

Source: Lincolnshire Employer Study

Description of Table 9

“There were some cases where high staff turnover rates were not seen as problematic by the employer (see Table 9). For vacancies involving low-skilled labour on short-term contracts, retention seemed to be a non-issue because businesses were used to dealing with the situation. As can be seen in Table 9, of those businesses that experienced high labour turnover but seemed unconcerned about it only *Transport Company* employed skilled staff. In the remaining businesses, two employed migrant labour (*Recruitment Company* and *Holiday Park*), and the other employed young people aged 14 to 18 years (*Family Indoor and Outdoor Complex*). For these companies the cost of lowering labour turnover was greater than the costs imposed on them by churn in the workforce. For them, and indeed for many of their employees, labour retention problems were largely a non-issue.”

Brief exercise

1. Thinking about Table 9:
 - Study the table in detail.
 - Consider the table as data summarised from a series of interviews.
 - Write a short paragraph that provides an even more succinct analysis of the data?

Tentative hypothesis

“Employers who depend mainly on low-skilled labour will see retention as a non-issue...”

...to test and compare against further data.

Conceptualisation

Thinking about
categories

their
properties

how they
relate to
each other

Categories and properties

- A **category** captures underlining patterns in the data
- It belongs to a higher conceptual level than a property; it encapsulates meaning
- **Properties** define or explain a category
- Example: 'Impact on social loss' (category) can be defined in terms of **level** of impact, **type** of impact, **strategies** for dealing with impact...

Properties explain categories, they may represent:

- Conditions
- Causes
- Consequences
- A continuum
- Opposites
- Hierarchies
- A typology
- Strategies
- Qualities
- Contexts
- Contingencies
- Mediating factors
- Covariances
- Etc.

The Social Loss of Dying Patients

“Perhaps the single most important characteristic on which social loss is based is age. Americans put high value on having a full life. Dying children are being cheated of life itself, a life full of potential contributions to family, an occupation and society. By contrast, aged people have had their share in life. Their loss will be felt less if they were younger. Patients in the middle years are in the midst of a full life, contributing to families, occupations and society. Their loss is often felt the greatest for they are depended on the most...”

(Glaser, 1964: 399)

Brief exercise

1. Thinking about the paragraph from 'The Social Loss of Dying Patients', reflect on:
 - **'Calculating social loss'** as a category.
 - How are the properties of this category defined?
2. Discuss this with people sitting next or around you
3. Share with the rest of the group

Categories and properties

CATEGORY	PROPERTIES	RELATIONSHIP
Calculating social loss	Hierarchy: <ul style="list-style-type: none">• High social loss• Low social loss	Social loss is calculated over time. Factors such as age mediate whether the potential social loss will be high or low.
	Mediating factors: <ul style="list-style-type: none">• Age<ul style="list-style-type: none">– Dying children– Aged people– Patients in the middle years	

For more information

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