



Week 6

Research Processes for Qualitative Analysis

After the data have been collected, the researcher must ensure that the data are analyzed properly. The data analysis process helps to provide answers to the research questions and allows the researcher to develop reliable conclusions.

As important as collecting the right kind of data to answer your research question, how you analyze the data is critical to achieving results that are valid and reliable. Validity and reliability are features of quantitative research. Qualitative researchers use features of trustworthiness of data to achieve relative confidence in the application of the scientific method. Appropriateness of the tools used, processes, and types of data collected are carefully considered. For reliability to be achieved, the qualitative researcher must be able to demonstrate confirmability, transferability, generalizability, and dependability.

The processes used to achieve trustworthiness of data can include (a) member checking, (b) transcript review, (c) ensuring data saturation, or (d) triangulation. There are methods for developing themes from raw data like the van Kaam or van Manen approaches. Your choices for creating a data analysis plan must follow the accepted norms scholars and researchers use for the design and must align with the type of data collected or included in the study. Carefully consider this week's resources to gain a deeper understanding of these and other techniques to cultivate trustworthiness of data in qualitative research.

NCU offers access to Nvivo, a qualitative data analysis research tool, to NCU students free of charge. The "Guide to NVivo Installation" is located in the Dissertation Center under 'Resources' and within the 'Using Technology in Research' group.

Be sure to watch the webinar, *Using Nvivo as a Qualitative Research Tool*, located in the Center for Teaching and Learning, located in the list of webinars under the Technology Webinars link. The following PDF file provides the steps and links needed to access and install NVivo

(<https://commons.ncu.edu/sites/default/files/entity/paragraph/2019/NVivo%20FAQs.pdf>)

Be sure to review this week's resources carefully. You are expected to apply the information from these resources when you prepare your assignments.

94.44 % 17 of 18 topics complete

Books and Resources for this Week

Amankwaa, L. (2016). Creating protocols for trustworthiness in qualitative research. *Journal of Cultural Diversity*, 23(3), 121-127.

[Link](#)

Belotto, M. J. (2018). Data analysis methods for qualitative research: Managing the challenges of coding, interrater reliability, and thematic...

[Link](#)

Carminati, L. (2018). Generalizability in Qualitative Research: A Tale of Two Traditions. *Qualitative Health Research*, 28(13), 2094-2101.

[Link](#)

Castleberry, A., & Nolen, A. (2018). Methodology matters: Thematic analysis of qualitative research data: Is it as easy as it sounds? *Currents in...*

[Link](#)

Connelly, L. M. (2016). Understanding research. Trustworthiness in qualitative research. *MEDSURG Nursing*, 25, 435-436.

[Link](#)

Dierckx de Casterlé, B., Gastmans, C.,
Bryon, E., & Denier, Y. (2012).
QUAGOL: A guide for qualitative data
analysis. International Journal of...

[Link](#)



Gugiu, P. C., & Rodríguez-Campos, L.
(2007). Semi-structured interview
protocol for constructing logic models.
Evaluation and Program Planning...

[Link](#)



Jensen, E., & Laurie, C. (Academic).
(2017). An introduction to qualitative
data analysis [Video file].

[Link](#)



Kirk, J., & Miller, M. L. (1986).
Qualitative research methods:
Reliability and validity in qualitative
research. Newbury Park, CA: SAGE...

[Link](#)



Kristensen, G. K., & Ravn, M. N. (2015).
The voices heard and the voices
silenced: Recruitment processes in
qualitative interview studies...

[Link](#)



NCU School of Business Best Practice
Guide for Qualitative Research Design
and Methods in Dissertations 2nd
Edition

[Link](#)



NCU Using Nvivo as a Qualitative
Research Tool

[Link](#)



Richards, K. A. R., & Hemphill, M. A.
(2018) [audio file]. A practical guide to
collaborative qualitative data analysis.
Journal of Teaching in...

[Link](#)



Transcript#1 for Assignment Week 6

PDF document



Transcript#2 for Assignment Week 6

PDF document



Transcript#3 for Assignment Week 6

PDF document



Yakut Çayır, M., & Saritaş, M. T. (2017).
Computer assisted qualitative data
analysis: A descriptive content analysis
(2011 - 2016). Necatibey...

[Link](#)



Week 6 - Assignment: Analyze Qualitative Data

Assignment



Due February 12 at 11:59 PM

Continue with the CITI training, which must be completed by Week 8.

For the Week 6 assignment, perform qualitative thematic data analysis using the three video transcripts (located in the Books and Resources for this Week section). The topic of the transcripts is Business Startups.

Describe your chosen approach to analyze the data from these three transcripts; support your chosen approach using references. Be sure to consider the type of data collected to create procedures for a comprehensive analysis. In your description, clearly define your approach to:

- (a) organizing data
- (b) coding and thematic development

- (c) triangulation
- (d) using software applications

Then identify at least three (3) themes you extracted from the three video transcripts. The number of themes will be based on your selected framework. For each theme:

- (a) Label the theme
- (b) Define the theme's concept based on the interpretation of the data.
- (c) Include a 2-3 direct quotes from the data that best represent how the theme is conceptualized.

As with all other assignments, your approach must be systematic, logical, fully explained, and supported with scholarly sources. Use the resources provided, and at least three other peer-reviewed articles to defend your research plan.

Length: 2-4 pages

Your assignment should demonstrate thoughtful consideration of the ideas and concepts presented in the course and provide new thoughts and insights relating directly to this topic. Your response should reflect scholarly writing and current APA standards. Be sure to adhere to Northcentral University's Academic Integrity Policy.

Upload your document and click the Submit to Dropbox button.