Transcribing the data.

Given that audio or video data are commonly collected in qualitative research, qualitative researchers generally allocate time to transcribing the data in preparation for further analysis.

نفس فكرة المقابلات
توخذ محادثة صوتية
وتحاول تحللها

thematic analysis, verbatim transcripts are quite common; that is, transcripts that aim to capture every utterance from the participant and
serve as an accurate record of the conversation

What is Thematic analysis?

التحليل الوضعي

The process of identifying patterns or themes within qualitative data

عملية تحديد الأنماط أو الموضوعات ضمن البيانات النوعية

● The goal of a thematic analysis is to identify themes, i.e. patterns in the data that are important or interesting, and use these themes to address the research

Thematic analysis is more than simply summarising the data.

التحليل المواضيعي هو أكثر من مجرد تلخيص البيانات.

• Thematic analysis is the most common form of analysis in qualitative research

• Thematic analysis is performed through the process of coding in six phases to create established, meaningful patterns. These phases are: familiarization with data, generating initial codes, searching for themes among codes, reviewing themes, defining and naming themes, and producing the final report.

● Based on a study by DeSantis and Ugarriza (2000) conducted on qualitative papers between 1979 and 1998, 40% of the papers had used the word "theme" in their studies.
● According to them no specific definition of them was found in the aforementioned papers. However, several definitions of the word "theme" which exist in different sources are as follows:
● Brink, Wood (1997):The term "theme" is used for describing the fact that the data are grouped around a main issue.
● Speziale , Streubert (2011): theme is a structural meaningful unit of data which is necessary for providing qualitative findings.
● Polit, Hungler (1999): a recurrent and systematic occurrence which appears in qualitative data analysis.

Doing Thematic Analysis (TA)

Step 1: Become familiar with the data	Step 4: Review themes
Step 2: Generate initial codes	Step 5: Define themes
Step 3: Search for themes	Step 6: Write-up

Step 1: Become familiar with the data → • The first step in any qualitative analysis is reading, and re-reading the transcripts

You should be very familiar with your entire body of data or data corpus (i.e. all the interviews)

Conduct an initial read through the transcripts and/or notes from participant observation, documents and so on.

Researchers must immerse themselves with the data to familiarize themselves with the depth and breadth of the content

At this stage, it is useful to make notes and jot down early impressions

Participant observation protocols typically include a left column for descriptive notes and a right column for reflective notes used together in the analysis often to bolster or triangulate findings from the interview data

تتضمن بروتوكولات مراقبة المشاركين عادة عمودا يسارا للملاحظات الوصفية وعمودا يمينا للملاحظات العاكسة المستخدمة معا في التحليل غالبا لتعزيز أو تثليث النتائج

• Get a sense of the data holistically, read several times (immersion)
• Classify and categorize repeatedly, allowing for deeper immersion
• Write notes in the margins (memoing)
• Preliminary classification schemes emerge, categorize raw data into groupings (chunking

• You should remember that all parts of the data are important and if you study some parts selectively, you may ignore other parts.

• In fact, it is through examining the data that specific patterns and meanings in the writings gradually emerge.

Past paper

Wrong about data transcription:
• junior researchers do it for seniors + done after analysis

Which of the following is wrong about data transcription?
• It is done after analysis

Member checking is the process by which:
a. Researchers setting aside their pre- understanding and acting non- judgementally.
b. Researchers organise the data into clusters and themes.
c. The problem of low response rates to a survey can be overcomed.
d. The validity of an interview schedule can be measured.
e. Researchers ask their participants to comment on an account of the finding