

Research Methods

Lecturers :

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Chapter Eleven

How to Analyse Your Data

- ◉ Choosing a certain way to analyse your data depends on the methodology you have chosen to use (qualitative or quantitative).
- ◉ Conducting a qualitative or quantitative research will be influenced by:
 1. personal preference
 2. methodological preference
 3. educational background
 4. The methodological point of view of the person who teaches you.

Deciding Which Approach to Use

- ⦿ For quantitative data analysis ,validity and reliability are very important.
- ❖ Validity : to measure what is supposed to be measured.
- ❖ Reliability is about a method's consistency. It shows the degree to which a measurement instrument gives the same results each time that it is used.

- ⦿ Qualitative data analysis is said to be a personal process. Why?
- ❖ Some researchers claim that qualitative methods are 'unscientific' or 'unreliable'. Why ?

Analysing Data

- Qualitative and quantitative methodologies are different and they are analysed in quite different ways. Explain

Qualitative Data Analysis

- ⦿ Using a summary form after each interview or focus group will be useful for data analysis.
- ⦿ The first step in analysing data is to produce it in a format that can be easily analysed.
- ⦿ The method you use to analyse qualitative data will depend on your research topic , your personal preferences, time , equipment and finances available to you.
- ⦿ The methods used to analyse qualitative data are:
 1. Thematic analysis
 2. Comparative analysis
 3. Content analysis
 4. Discourse analysis

Thematic Analysis

- ⦿ Thematic analysis is one of the most common forms of analysis within qualitative research .It emphasizes on identifying, analysing and interpreting patterns of meaning (or "themes") within qualitative data.
- ⦿ It is called thematic as data is analysed by theme.
- ⦿ This type of analysis is highly inductive because the themes emerge from the data and are not imposed upon it by the researcher.
- ⦿ Data collection and analysis take place at the same time.

Comparative Analysis

- In this method ,data from different people is compared and contrasted and the process continues until the researcher is satisfied that no new ideas are arising.
- Comparative and thematic analysis are often used in the same project.

Content Analysis

- ⦿ The process of analysis is much more mechanical than the previous methods.
- ⦿ The analysis is left until the data has been collected.
- ⦿ Qualitative data are dealt with in a quantitative way.
- ⦿ The researcher works through each transcript assigning codes , which may be numbers or words to specific characteristics within the text (the content)

Discourse Analysis

- ⦿ This method looks at the patterns of speech , such as how people talk about a particular subject ,what metaphors they use , how they take turns in conversation ,and so on. It aims to understand how language is used in real life situations.

Processing the Data

- ⦿ There are different processes involved in qualitative data analysis :
 1. You need to **think** about the data from the moment you start to collect the information.
 2. You need to **judge** the value of your data ,especially that which may come from dubious sources.
 3. As your research progresses ,you need to **interpret** the data so that you ,and others can gain an understanding of what is going on.
 4. Finally, you need to **undertake** the mechanical process of analysing the data.

