



# QUALITATIVE ANALYSIS



# CONFLICT OF INTEREST

There are no conflicts of interest to declare



# HOW TO START THE ANALYSIS OF QUALITATIVE DATA

WORKSHOP 3

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# LEARNING OBJECTIVES

To apply coding of qualitative data



# OUTLINE OF THE WORKSHOP

- Practising coding of an interview in research teams
- Discussion of the emerging codes and the experience of coding





# QUALITATIVE DATA

- Research question(s), Aims and Objectives
- Topic guide
- Data collection → Raw data → Analysis
  - Interviews, Focus groups, Observations → Transcripts of audio and video recordings
  - Observations, Interviews, Focus groups → Fieldnotes
  - Policies, Guidelines, Reports, Archived data → Documents
  - Questionnaires with open questions, Notes → Documents
  - Internet data



# CODING/LABELLING: EXERCISE

An interview transcript

- The interviewee talks about feelings (his and others') during the interview
  - Individually, read the interview
  - In pairs, highlight/underline segments of text where he describes feelings
  - In pairs, create codes that describe, with one or two words, the feelings in the segments you have identified
  - Feed back to the research team
- Discuss the coding with the whole group

30 min

10 min



# LITERATURE

- Bowling: Research Methods in Health, 2014
- Miles, Huberman & Saldana: Qualitative Data Analysis, 2014
- Ritchie, Lewis, Naughton McNicholls & Ormston: Qualitative Research Practice, 2014
- Silverman: Doing Qualitative Research, 2010
- Smith: Conducting Your Pharmacy Practice Research Project, 2010
- Smith: Research methods in Pharmacy Practice, 2002
- Walker: An Introduction to Health Services Research, 2014





Thank you!