

Essex Summer School in Social Science Data Analysis and Collection
University of Essex (UK)

Qualitative Data Analysis: Methodologies for Analysing Text and Talk

Dr Lea Sgier

Central European University (Budapest)

two week course / 35 hrs

July 2017

Course Content:

This is a course on the application of methodologies for qualitative data analysis. The main emphasis of the course is on *interpretative* approaches such as discourse and narrative analysis and their use for textual analysis. However, we will start out with conventional qualitative thematic analysis, the most widely used approach to qualitative data analysis in the social sciences, which may or may not be used in an “interpretive spirit”. We will then move to interpretive approaches (discourse and narrative analysis) and see how they reveal different aspects of the data. We will explore various approaches and their particularities and limits. We will also briefly consider the interviewing techniques required to yield data suitable for different types of analysis. In addition, some attention will be given to the writing-up stage of qualitative analysis, to epistemological issues and to research ethics.

The course consists of lectures and practical exercises. Participants will be invited to hand in various pieces of written work in the course of the two weeks. They will have the opportunity to work on their own data, if they wish.

This course mainly addresses two types of participants. Firstly, participants who are new to qualitative research and who wish to have an overview of the most important issues in qualitative data analysis; secondly, participants who already have some experience with qualitative analysis and who feel the need to reflect upon their own practices and situate them with regard to the wider field of qualitative research.

The main emphasis of this course is on interpretive-constructionist approaches to data analysis (as opposed to more conventional types of qualitative content analysis) and on textual analysis. Participants who wish to use qualitative analysis for other purposes (ethnographic research, process tracing or policy analysis for instance) are very welcome, but should be aware of the fact that this course is not specifically designed for them.

Course Objectives:

The aim of this course is to familiarise participants with the practical application of qualitative data analysis, with an emphasis on interpretative methods. At the end of the course, participants will understand the implications of applying various methods. Ultimately, the goal is to achieve a more sophisticated and critical attitude towards data, the research process and research reports.

Course Prerequisites:

Some background in the social sciences and an interest in textual analysis.

Remedial Reading:

Silverman, D. 2006. *Interpreting Qualitative Data: Methods for Analyzing Talk, Text, and*

Interaction. (3rd ed.) Sage.

Coffey, A. and Atkinson, P. 1996. *Making Sense of Qualitative Data*. Sage.

Participants who have no or little prior knowledge in qualitative research may want to do some more general readings before coming to the course, such as for instance:

Berg, Bruce L. (2003). *Qualitative Research Methods for the Social Sciences*. Boston: Allyn and Bacon.

Flick, Uwe (2009). *An Introduction to Qualitative Research*. London: Sage.

Representative Background Reading:

Denzin, N.K., and Lincoln, Y.S. (Eds.) 2003. *Strategies of Qualitative Inquiry*. Sage.

Denzin, N.K., and Lincoln, Y.S. (Eds.) 2003. *Collecting and Interpreting Qualitative Materials*. Sage.

Howarth, D. and Torfing, J. (Eds.) 2005. *Discourse Theory in European Politics. Identity, Policy and Governance*. Palgrave Macmillan.

Wetherell, M., Taylor, S. and Yates, S. J. (Eds). (2001). *Discourse as Data. A Guide for Analysis*. London: Sage.

Course outline

The core readings will all be in the printed reading pack that each participant receives upon arrival at the Essex Summer School.

(The supplementary readings with a * are also included in the reading pack (after the mandatory readings, in the order in which they appear in the outline))

Day 1: Introduction

- introduction to the course
- the nature and difficulties of qualitative data analysis
- interpretive qualitative research
- introduction to qualitative data analysis

Readings

- (1) Maxwell, Joseph A. and Chmiel, Margaret (2014). "Notes Toward a Theory of Qualitative Data Analysis", in Flick, Uwe (ed.), *The Sage Handbook of Qualitative Data Analysis*, London: Sage, pp. 21-34.
- (2) Pahl, J.M. and Pahl, R.E. (1971). *Managers and their Wives. A Study of Career and Family Relationships in the Middle Class*. Harmondsworth: Penguin, pp. 1-16.

Supplementary readings

- Flick, Uwe (2014). "Mapping the Field", in Flick, Uwe (ed.), *The Sage Handbook of Qualitative Data Analysis*, London: Sage, pp. 3-18.
- Tryandafyllidou, Anna (2008). "Popular Perceptions of Europe and the Nation: the Case of Italy". *Nations and Nationalism* 14(2): 261-282

Day 2: Thematic analysis (1)

- introduction to thematic analysis
- the analytical process and the logic of coding
- main problems in qualitative content analysis
- inductive and deductive strategies
- exercises

Readings

- (3) Braun, Virginia and Clarke, Victoria (2006). "Using Thematic Analysis in Psychology", *Qualitative Research in Psychology* 3(2): 77-101.
- (4) Ritchie, Jane and Spencer, Liz (2002). "Qualitative Data Analysis for Applied Policy Research", in Huberman, A. Michael and Miles, Matthew B. (eds), *The Qualitative Research Companion*. Thousand Oaks: Sage, pp. 305-329.
- (5) Pahl, J.M. and Pahl, R.E. (1971). *Managers and their Wives. A Study of Career and Family Relationships in the Middle Class*. Harmondsworth: Penguin, pp. 108-139.

Supplementary readings

- Mayring, Philipp (2000). Qualitative Content Analysis [28 paragraphs]. Forum Qualitative Sozialforschung / Forum: Qualitative Social Research, 1(2), Art. 20, <http://nbn-resolving.de/urn:nbn:de:0114-fqs0002204>.

Day 3: Thematic analysis (2)

- first and second cycle coding methods
- cross- and within-case analysis
- exercises (continued)

Readings

- (6) Bazeley, Patricia (2009). "Analysing Qualitative Data: More Than Identifying Themes". *Malaysian Journal of Qualitative Research* 2(2): 6-22. (http://www.researchsupport.com.au/Bazeley_MJOR_2009.pdf)
- (7) Riessman, Catherine Kohler (2008). *Narrative Methods for the Human Sciences*. London: Sage, ch. 3 ("Thematic analysis").
- (8) Pahl, J.M. and Pahl, R.E. (1971). *Managers and their Wives. A Study of Career and Family Relationships in the Middle Class*. Harmondsworth: Penguin, pp. 78-104.
- (9) Fereday, Jennifer and Muir-Cochrane, Eimear (2006). "Demonstrating Rigor Using Thematic Analysis: A Hybrid Approach of Inductive and Deductive Coding and Theme Development". *International Journal of Qualitative Methods*. 5(1). 80-92.

Supplementary readings

- *Palmberger, Monika and Gingrich, Andre (2014). "Qualitative Comparative Practices: Dimensions, Cases and Strategies", in in Flick, Uwe (ed.), *The Sage Handbook of Qualitative Data Analysis*, London: Sage, pp. 94-108.

Day 4: Thematic analysis (3):

- from theory to analysis – the logic of sensitising concepts
- from analysis to theorising – moving beyond data
- CAQDAS assisted coding
- exercises (continued)

- (10) Pahl, J.M. and Pahl, R.E. (1971). *Managers and their Wives. A Study of Career and Family Relationships in the Middle Class*. Harmondsworth: Penguin, pp.198-206, 237-268, (279-306).
- (11) Butcher, Howard Karl et al. (2001). "Thematic Analysis in the Experience of Making a Decision to Place a Family Member With Alzheimer's Disease in a Special Care Unit". *Research in Nursing&Health* 24: 470-80.
- (12) Miles, Matthew B., Huberman, A. Michael and Saldaña, Johnny (2014). *Qualitative Data Analysis: A Methods Sourcebook*. Thousand Oaks: Sage, ch. 4.
- (13) Blumer, Herbert (1931). "Science Without Concepts". *American Journal of Sociology* 36(4): 515-533.

Supplementary readings

- Bowen, Glenn A. 2006. "Grounded Theory and Sensitizing Concepts." *International Journal of Qualitative Methods* 5(3), article 2. Retrieved on September 5 from http://www.ualberta.ca/~ijqm/backissues/5_3/pdf/bowen.pdf
- Carreri, Anna (2014). "Fatherhood and precarious work: a supporting relation between systems of meaning". *About Gender: International Journal of Gender Studies* 3(6): 87-114.
- *Miles, Matthew B., Huberman, A. Michael and Saldaña, Johnny (2014). *Qualitative Data Analysis: A Methods Sourcebook*. Thousand Oaks: Sage, ch. 8-9 (recommended reading for those who undertake some form of explanatory research).
- Silver, Christina and Lewins, Ann F. (2014). "Computer-Assisted Analysis of Qualitative Research", in Leavy, Patricia (ed.), *The Oxford Handbook of Qualitative Research*, Oxford/New York: Oxford University Press, pp. 606-638.
- *Steenbergen, Marco R.; Bächtiger, André; Spörndli, Markus and Steiner, Jürg (2003). "Measuring Political Deliberation: a Discourse Analysis". *Comparative European Politics* 2003/1: 21-48.

Day 5: From thematic to interpretive analysis

- from contents to constructions of meaning
- introduction to interpretive analysis: logic and theoretical underpinnings

Readings

- (14) Bacchi, Carol. "Why Study Problematizations? Making Politics Visible." *Open Journal of Political Science* 2.01 (2012): 1-8.
- (15) Bevir, Mark and Rhodes, R.A.W. (2006). "Defending Interpretation". *European Political Science EPS* 5/2006: 69-83.
- (16) Geertz, Clifford (1987). "Deep Play: Notes on the Balinese Cockfight", in Rabinow, Paul and Sullivan, William M. (eds), *Interpretive Social Science: A Second Look*. Berkeley: University of California Press, pp. 195-240.

Supplementary readings

- *Phillips, Louise et Jorgensen, Marianne W. (2002). *Discourse Analysis as Theory and Method*. London: Sage, ch. 6 ("Social constructionist approach").
- Riessman, Catherine Kohler (1990). *Divorce Talk. Women and Men Make Sense of Personal Relationships*. New Brunswick : Rutgers University Press, pp. 21-73 and 221-230.

Friday 18:00: deadline for the Intermediate Assignment !

Weekend

Day 6: Discourse analysis (1)

- analysing systems of meaning

Readings

- (17) Gill, Rosalind (2000). "Discourse Analysis", in Bauer, M. and Gaskell, G., *Qualitative Researching with Text, Image and Sound*. London: Sage, pp. 172-190.
- (18) Milliken, Jennifer (1999). "The Study of Discourse in International Relations: A Critique of Research and Methods". *European Journal of International Relations* 5:225-254. DOI 10.1177/1354066199005002003
- (19) Mills, Sara (2004). *Discourse*. New York : Routledge, pp. 26-42.

Supplementary readings

- *Bacchi, Carol (2009). "The Issue of Intentionality in Frame Theory", in Lombardo, Emanuela, Meier, Petra and Verloo, Mieke (eds). *The Discursive Politics of Gender Equality*. London/New York: Routledge: pp. 19-35
- Howarth, David (2000). *Discourse*. Buckingham: Open University Press.
- Schram, Sanford (2012). "The Deep Semiotic Structure of Deservingness. Discourse and Identity in Welfare Policy", in Fischer, Frank and Gottweis, Herbert (eds). *The Argumentative Turn Revisited. Public Policy as Communicative Practice*. Durham/London: Duke University Press, pp. 236-268.
- Taylor, Stephanie (2001). "Locating and Conducting Discourse Analytic Research", in Wetherell, Margaret., Taylor, Stephanie and Yates, Simeon J. (Eds). *Discourse as Data. A Guide for Analysis*. London: Sage, pp. 5-48.
- Torfinn, Jacob (2005). "Introduction: Discourse Theory: Achievements, Arguments and Challenges", in Howarth, David and Torfinn, Jakob (eds) (2005). *Discourse Theory in European Politics. Identity, Policy and Governance*. Houndmills: Palgrave, pp. 1-28.

Day 7: Discourse analysis (2)

- critical frame analysis
- the methodology of interpretive analysis
- the limits of interpretive analysis

Readings

- (20) Verloo, Mieke (2005). "Mainstreaming Gender Equality in Europe. A Critical Frame Analysis". *The Greek Review of Social Research* 117 B': 11-34.
- (21) Meier, Petra (2008). "Critical Frame Analysis of EU Gender Equality Policies: New Perspectives on the Substantive Representation of Women". *Representation* 44(2): 155-167.
- (22) Bacchi, Carol (2000). "Policy as Discourse: What Does it Mean? Where Does it Get Us?." *Discourse* 21.1 (2000): 45-57.

Supplementary readings

- Antaki, Charles, Billig, Michael, Edwards, Derek and Potter, Jonathan (2003). "Discourse Analysis Means Doing Analysis: A Critique of Six Analytic Shortcomings".

- Discourse Analysis Online* 1(1).
[<http://www.shu.ac.uk/daol/previous/v1/n1/index.htm>]
- Denzin, Norman K. (2002). "The Interpretive Process", in Huberman, A. Michael and Miles, Matthew B. (eds), *The Qualitative Research Companion*. Thousand Oaks: Sage pp. 349-366.
- Gee, James Paul (1999). *An Introduction to Discourse Analysis. Theory and Method*. New York/London: Routledge, pp. 148-163.
- Hall, Stuart (1997). "The Spectacle of the 'Other'", in Hall, Stuart (ed.). *Representation. Cultural Representations and Signifying Practices*. Milton Keynes: Open University Press, pp. 13-74.
- Snow, David A. (2007). "Framing Processes, Ideology, and Discursive Fields", in Snow, David, Soule, Sarah A. and Kriesi, Hanspeter (eds), *The Blackwell Companion to Social Movements*. Cambridge: Polity, pp. 380-412.

Day 8: Discourse analysis (3)

- Beyond constructions of meaning (genealogical analysis, processes of production and reception, discourse and institutional change, etc.)
- Collecting/generating data for interpretive purposes
- Sampling in qualitative research

Readings

- (23) Lucas, Barbara (2004). "Reducing Discursive Complexity : the Case of Alcohol Policies in Europe (1850-2000)", in Muller, Richard and Klingemann, Harald (eds). *From Science to Action? 100 Years Later – Alcohol Policies Revisited*. Dordrecht: Kluwer.
- (24) Hart, Bethne; Sainsbury, Peter and Short, Stephanie (1998). "Whose Dying? A Sociological Critique of the 'Good Death'". *Mortality* 3(1): 65-77.
- (25) Hermanowicz, Joseph C. (2002). "The Great Interview: 25 Strategies for Studying People in Bed", *Qualitative Sociology* 25(4): 479-499.
- (26) Luborsky, Mark R. and Rubinstein, Robert L. (1995). "Sampling in Qualitative Research: Rationale, Issues, and Methods". *Research on Aging* 17:89-113

Supplementary readings

- Cohen, Laurie and Mallon, Mary (2001). "My brilliant career? Using stories as a methodological tool in career research". *International Studies of Management and Organisation* 31(3): 48-68.
- Howarth, David (2005). "Applying Discourse Theory: the Method of Articulation", in Howarth, David and Torfing, Jakob (eds) (2005). *Discourse Theory in European Politics. Identity, Policy and Governance*. Houndmills: Palgrave, pp. 316-349.
- Phillips, Louise and Jorgensen, Marianne W. (2004). *Discourse Analysis as Theory and Method*. London: Sage, ch. 5 (pp. 138-174).
- *Panizza, Francisco and Miorelli, Romina (2013). "Taking Discourse Seriously: Discursive Institutionalism and Post-structuralist Discourse Theory". *Political Studies* 61: 301-318.
- Plummer, Ken (1995). *Telling Sexual Stories. Power, Change and Social Worlds*. London: Sage (ch. 2, 3).
- Rapley, Tim (2014). "Sampling Strategies in Qualitative Research", in Flick, Uwe (ed.), *The Sage Handbook of Qualitative Data Analysis*, London: Sage, pp. 49-63.
- *Ritchie, Jane, Lewis, Jane and Elam, Gilian (2003). "Designing and Selection Samples", in Ritchie, Jane and Lewis, Jane (eds), *Qualitative Research Practice*. London: Sage, ch. 4.
- Tamboukou, Maria (2009). "A Foucauldian Approach to Narratives", in Andrews, Molly, Squire, Corinne and Tamboukou, Maria (eds). *Doing Narrative Research*. London: Sage, pp. 102-120.
- Wetherell, Margaret (2001), "Debates in Discourse Research", in Wetherell, Margaret, Taylor, Stephanie and Yates, Simeon, J. (eds), *Discourse Theory and Practice. A Reader*. London: Sage, pp. 380-399.

Day 9

Ethical, Epistemological and Practical Issues in Qualitative Analysis

- quality criteria in qualitative research
- interpretive authority and epistemology
- ethics, power and methodology
- writing up

Readings

- (27) Yanow, Dvora (2006). "Neither Rigorous nor Objective? Interrogating Criteria for Knowledge Claims in Interpretive Science", in Yanow, Dvora and Schwartz-Sea, Peregrine (eds) (2006). *Interpretation and Method. Empirical Research Methods and the Interpretive Turn*. Armonk NY: M.E. Sharpe.
- (28) Hammersley, Martyn (2008). "Troubles with Triangulation", in Bergman, Manfred Max ed. *Advances in Mixed Methods Research*. London: Sage, pp. 22–36.
- (29) Borland, Katherine (2004). " 'That is Not What I Said'. Interpretive Conflict in Oral Narrative Research", in Hesse-Biber, S.N. et Leavy, P. (eds), *Approaches to Qualitative Research*. Oxford: Oxford University Press, pp. 522-534.
- (30) Schofield, Janet Ward (2002). "Increasing the Generalizability of Qualitative Research", in Huberman, A. Michael and Miles, Matthew B. (eds). *The Qualitative Researcher's Companion*. Thousand Oaks: Sage, pp. 171-204.

Supplementary readings

American Sociological Association ASA, *Code of Ethics*.

*Becker, Howard S. (1976). "Whose Side Are We On?". *Social Problems* 14(3): 239-247.

*Guba, Egon and Lincoln, Yvonna (2005). "Paradigmatic Controversies, Contradictions, and Emerging Confluences", in Denzin, N. and Lincoln, Y. (eds), *Handbook of Qualitative Research*, 3rd edition. Thousand Oaks: Sage, pp. 191-215.

*Kriesi, Hanspeter (1992). "The Rebellion of the Research 'Objects'", in Diani, Mario and Eyerman, Ron (eds), *Studying Collective Action*. London: Sage, pp. 194-216.

*Lilleker, Darren (2003). "Interviewing the Political Elite: Navigating a Political Minefield", *Politics* 23(3): 207-14.

Maxwell, Joseph A. (2002). "Understanding and Validity in Qualitative Research", in Huberman, A. Michael and Miles, Matthew B. (eds), *The Qualitative Research Companion*. Thousand Oaks: Sage, pp. 37-64.

Mertens, Donna M. (2014). "Ethical Use of Qualitative Data and Findings", in Flick, Uwe (ed.), *The Sage Handbook of Qualitative Data Analysis*, London: Sage, pp. 510-523.

Ostrander, Susan A. (1993). "'Surely You're Not in This Just To Be Helpful': Access, Rapport, and Interviews in Three Studies of Elites." *Journal of Contemporary Ethnography* 22: 7-27.

Ritchie, Jane and Lewis, Jane (2003). "Generalising from Qualitative Research", in Ritchie, Jane and Lewis, Jane (eds), *Qualitative Research Practice*. London: Sage, pp. 263-286 (ch. 10).

Swiss Academy for Humanities and Social Sciences (undated). *Qualitative Research Methods Statement*.

Thursday 18:00 Deadline for the Final Assignment !

Day 10 Writing Up

- a critical look at academic writing
- balancing description, analysis and interpretation
- ethical issues in writing up
- managing the writing process
- writing for sceptical audiences

Readings

- (31) Becker, Howard S. (1986). *Writing for Social Scientists. How to Start and Finish your Thesis, Book, or Article*. Chicago: The University of Chicago Press, ch. 2 and 4.
- (32) Reid, Natalie (2010). *Getting published in international journals: writing strategies for European social scientists*. Oslo: NOVA – Norwegian Social Research, pp. 142-157, 184-198
- (33) White, Clarissa, Woodfield, Kandy and Ritchie, Jane (2003). "Reporting and Presenting Qualitative Data", in Ritchie, Jane et Lewis, Jane (éds), *Qualitative Research Practice*. London: Sage, ch. 11.
- (34) Pinker, Steven (2014). "Why Academics Stink at Writing". *The Chronicle Review* 26 September 2014.

Supplementary readings

- Murray, Rowena (2005b). *Writing for Academic Journals*. Maidenhead UK : Open University Press.
- Van Maanen, John (2011). *Tales Of The Field. On Writing Ethnography*. Chicago: University of Chicago Press, 2nd edition.
- Wolcott, Harry F. (1994). "Description, Analysis, and Interpretation in Qualitative Inquiry", in Wolcott, Harry F., *Transforming Qualitative Data. Description, Analysis, Interpretation*. Thousand Oaks: Sage, pp. 9-54.

The instructor:

I am a political scientist and since 2010 an assistant professor at Central European University (CEU) in Budapest, Hungary where I lecture qualitative methodology and gender&politics for graduate students. I also teach in various other institutions (University of Geneva, Professional University of Social Work Geneva, Concordia University Montreal, ECPR Winter School, etc.). My main interests are in gender&politics, interpretive methodologies and old age.

Contact

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