

CHAPTER 13

Qualitative Data Analysis: Searching for Meaning

Learning Objectives

1. Identify and apply the steps in qualitative data analysis.
2. Describe how textual data are prepared for analysis.
3. Explain the purposes of different types of coding, memo-writing, and data displays.
4. Explain how researchers may draw and evaluate conclusions from qualitative data.
5. Give examples of major variations in qualitative data analysis.