Quiz Questions

# Chapter 20: Managing and analysing qualitative data

1. Define ‘iterative process’

The data are constantly reviewed and revisited until the researcher feels that the analysis has been completed.

2. What is an audit trail?

Documentation, usually in the form of a research diary which details all aspects of the research process from beginning to end.

3. What is inter-rater reliability?

Consistency between two or more data collectors or data analysts.

4. Define the thematic analysis

A method of qualitative data analysis in which data are coded into broad themes each of which usually contains a number of sub-themes.

5. Define conversation analysis

Analysis of naturally occurring everyday conversation between individuals whereby the researcher is not only interested in what the participant says but also how they say it.

6. Define discourse analysis

A method of qualitative analysis that incorporates elements of conversational analysis but aims to understand any communication between people. It can therefore also include the analysis of written and non-verbal communication.

7. List four challenges associated with qualitative data analysis.

* Choosing which approach to use. There are no agreed ‘rules’ on how the process should be undertaken.
* Countering the view that qualitative data analysis is subjective and biased.
* Can be a slow process and therefore can be a lengthy, time consuming and consequently costly process.
* The analyst needs to be a creative thinker.
* Multiple interpretations.
* Keeping the analysis meaningful, ensuring that the subtleties, nuances and extremes within the data are retained.