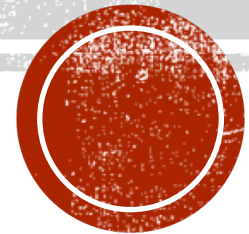


# THEMATIC ANALYSIS

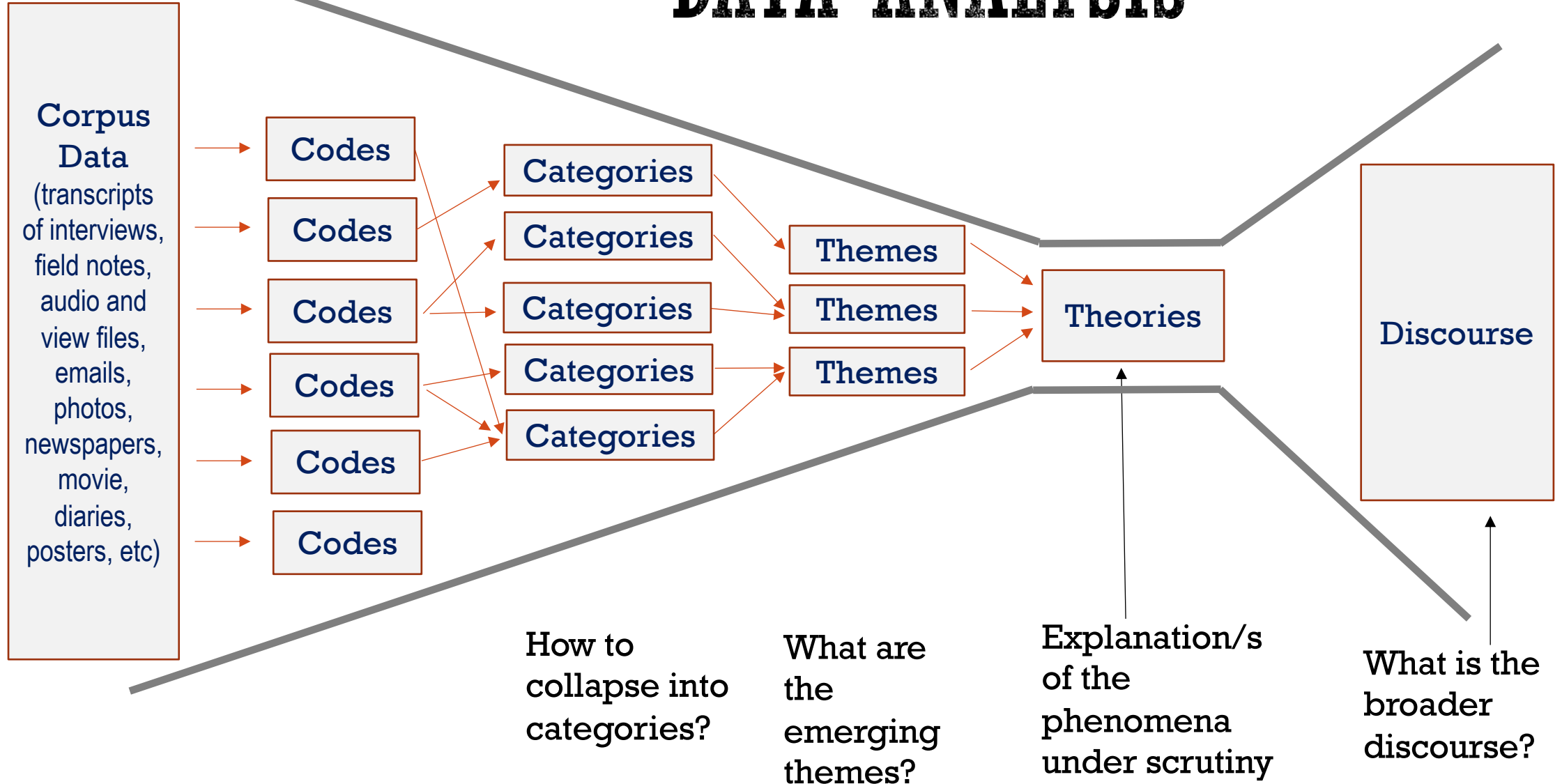
CODING and  
ANALYSIS  
in qualitative  
research  
methods

Part III

(Dur: 1 hour)



# DATA ANALYSIS



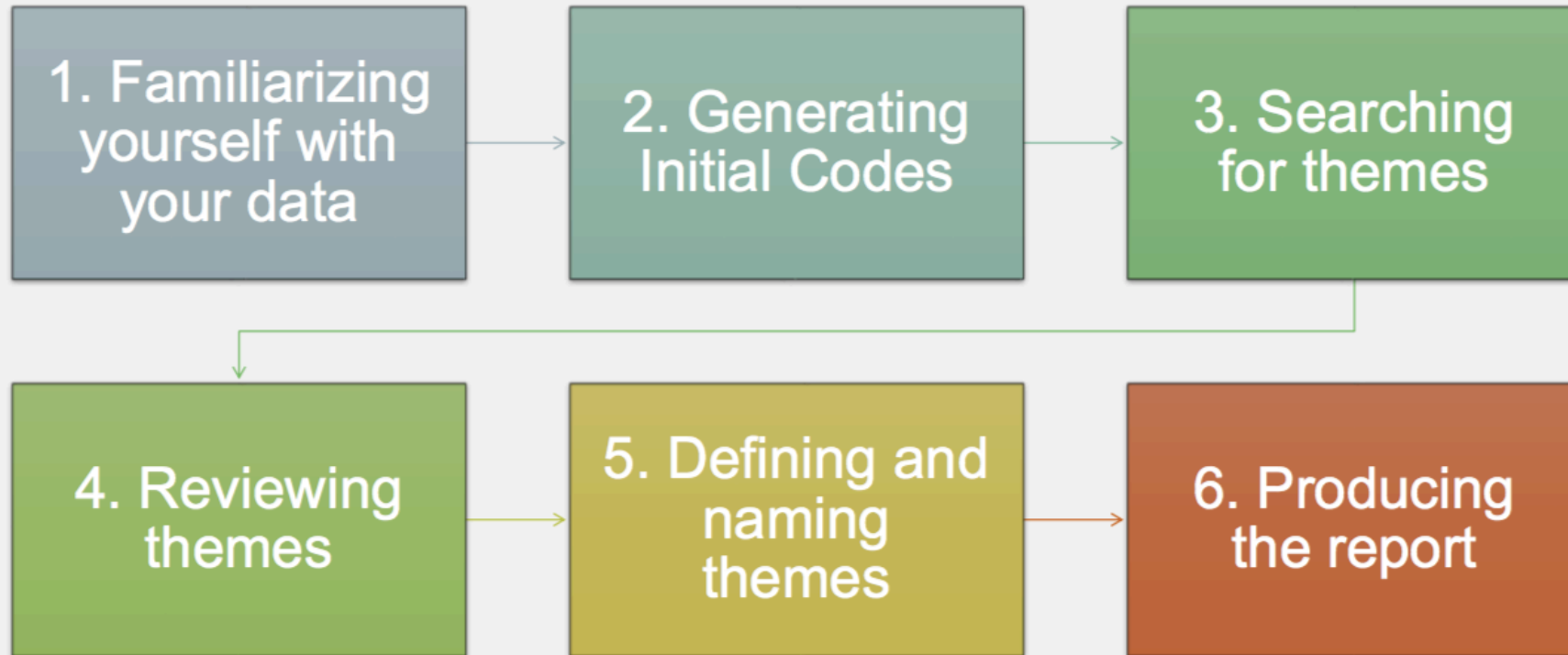
# THEMATIC ANALYSIS (BRAUN & CLARKE, 2012)

- A method for systematically identifying, organizing, and offering insight into patterns of meaning (themes) across a dataset (Braun & Clarke, 2012)
- Themes are identified and used to answer a specific evaluation question



# STAGES OF THEMATIC ANALYSIS

## III. – 6-phase Guide to Doing Thematic Analysis



# STAGES OF THEMATIC ANALYSIS

Phase	Examples of procedure for each step
1. Familiarising oneself with the data	Transcribing data; reading and re-reading; noting down initial codes
2. Generating initial codes	Coding interesting features of the data in a systematic fashion across the data-set, collating data relevant to each code
3. Searching for the themes	Collating codes into potential themes, gathering all data relevant to each potential theme
4. Involved reviewing the themes	Checking if the themes work in relation to the coded extracts and the entire data-set; generate a thematic 'map'
5. Defining and naming themes	Ongoing analysis to refine the specifics of each theme; generation of clear names for each theme
6. Producing the report	Final opportunity for analysis selecting appropriate extracts; discussion of the analysis; relate back to research question or literature; produce report





# STAGES OF THEMATIC ANALYSIS



# REFERENCES



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