

Near East University

MARKETING RESEARCH

MARK 401

Qualitative research: data analysis

SESSION 7

Rana SERDAROGLU

Source: Malhotra and Birks, et al. Chp 9

Dr. Eric Shiu lecture notes

Qualitative analysis involves the process of making sense of data that are not expressed in numbers.

Chapter outline

1. The qualitative researcher
2. The process of qualitative data analysis
3. Grounded theory
4. Content analysis
5. Semiotics
6. Using computers in qualitative research and analysis
7. International marketing research
8. Ethics in marketing research

Self-reflection of social and cultural values

A major problem for researchers is that their perception of problems may be reflected through their own social and cultural development. Before defining the problem, researchers should reflect upon their unconscious reference to cultural values ... The unconscious reference to cultural values can be seen to account for these differences.

- This implies that the marketing researcher needs to reflect upon their own values and attitudes, the factors that may bias the way they perceive and what they observe.
- This reflection is just as important in the analysis of qualitative data as it is in the diagnosis of research problems.

The researcher's experience as qualitative data – a diary should develop field notes through

- New question areas or probes to tackle, and to reflect on how they have worked.
- Feelings of how interviews unfold and understanding progresses.
- Understanding developing through specific secondary data, intelligence or theories.
- Limitations in existing theories or ideas.
- How decision-makers can use the observations that are being made.
- Feelings of failure to ask the right question or probe, emotional states, of feeling up or down, sad or angry, or nervous.

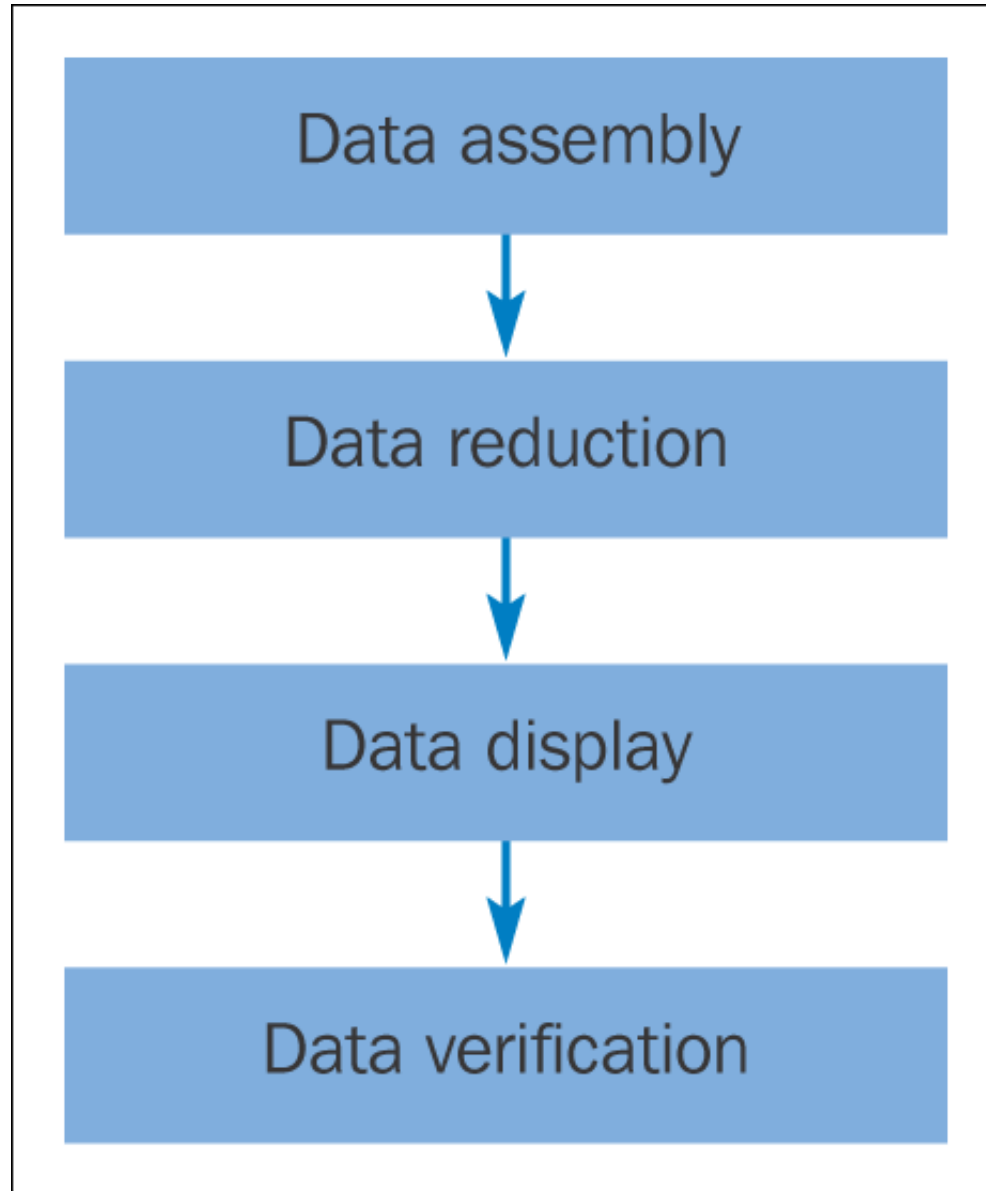
Field notes

- Short notes made at the time of observation or interview.
- Expanded notes made as soon as possible after each session of interviews or observations.
- A fieldwork journal to record problems and ideas that arise during each stage of fieldwork.
- A provisional running record of analysis and interpretation.

Key factors in developing analysis and interpretation of qualitative research

- *Theoretical understanding*: of the researcher collecting and analysing the data.
- *Marketing understanding*: an appreciation of how decision-makers will use qualitative research findings.

Figure 9.1 Stages of qualitative data analysis



Data assembly

The gathering of data from a variety of sources, including:

- Notes
- Reflections
- Theoretical support
- Documents from respondents
- Still visual images
- Audio recordings
- Video recordings
- Respondent records

Coding data

Breaking down qualitative data into discrete chunks and attaching a reference to those chunks of data.

A means to:

- retrieve the data
- organise the data
- interpret the data

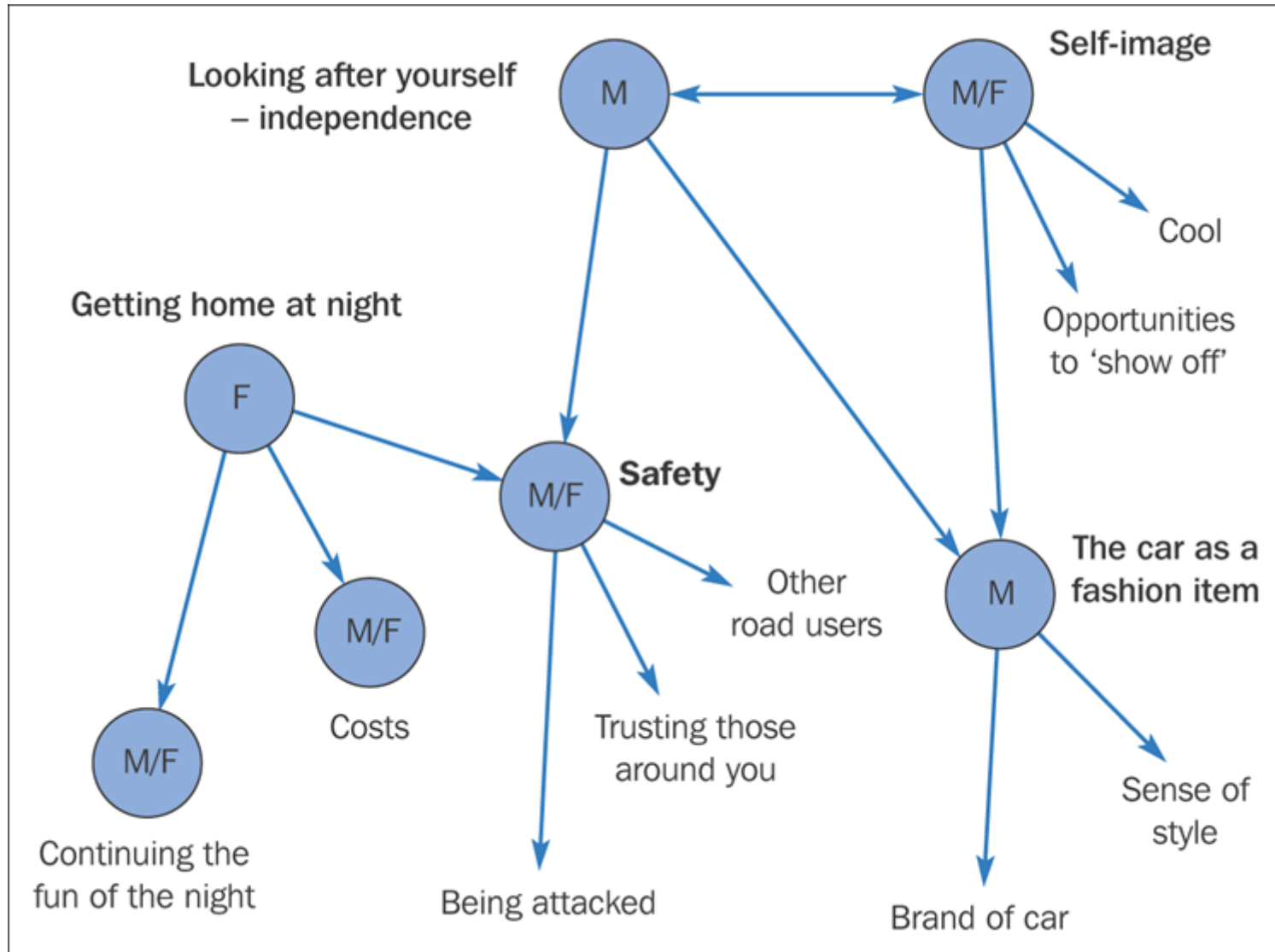
The coding process involves the following stages

- Set up a broad group of coding categories.
- Work through the data to uncover 'chunks' of data that may be put into brackets or underlined or highlighted.
- Review the descriptions given to the codes.
- Examine differences between types of participant.
- Develop models of interconnectivity amongst the coded categories.
- Iterate between the code descriptions and the developing model.

Data display

- Is an organised, compressed assembly of information that permits conclusion drawing and action.
- The most frequent form of display for qualitative data in the past has been *extended text*. Such an approach is cumbersome, dispersed and sequential, poorly structured and extremely bulky.
- Can resolve these problems with the use of matrices, graphs, charts and networks. All are designed to assemble information into an immediately accessible, compact form to see what is happening and either draw justified conclusions or move onto the next step of analysis the displays suggests may be useful.
- The creation and use of displays is not an end output of analysis, it is an integral part of the analytic process. For example, designing a matrix as a display involves decisions on what should be displayed in the rows and columns, and deciding which qualitative data, in which form should be entered in the cells.
- Allows a 'public' view of how the researcher has made connections between the different 'data chunks'.

Figure 9.2 Flow chart depicting how 18–25-year-olds view public transport



Cross-tabulation of emerging categories related to evening travel by gender

	<i>Gender</i>	
	<i>Male</i>	<i>Female</i>
<i>Evening travel</i>		
Expense	16	2
Personal attacks	8	24
Spontaneity	5	5
Style	3	5

Data verification

- Involves seeking alternative explanations through other data sources and theories.
- Researchers need to demonstrate that they have presented a valid meaning of the data that they have collected.
- Need to show that the structure or meaning they see is not just a reflection of their own views.
- Where the use of the researcher's field notes proves to be invaluable. The use of theory from secondary data, intelligence and literature can help to guide what may be reasonably expected as a meaning.
- Other means to verify the data can be through seeking 'similar' research findings and explanations taken from different contexts, different time frames and different researchers.
- Though the findings from these different scenarios will not be the same, there can be categories that give qualitative researchers the confidence that they are representing a valid view of their participants.

Qualitative research activities supported by computers

- Fieldnotes
- Transcripts
- Coding
- Storage, search and retrieval
- Connection
- Memoing
- Data display
- Drawing conclusions and verification
- Theory building
- Reporting

Download demo discs and evaluate qualitative data analysis packages

<i>Qualitative data analysis software</i>	<i>Website</i>
NVivo and XSight	www.qsrinternational.com
Atlas ti	www.atlasti.com
Ethnograph	www.qualisearch.com
C-I-SAID	www.code-a-text.co.uk

Advantages of computer-assisted qualitative data analysis

- Speed of sorting procedures
- Rigour in searching data
- Collaborative effort
- Aids theoretical sampling

Concerns with the use of computers in qualitative analysis

- Machines take over
- Mechanistic data analysis
- Loss of overview
- Obsession with volume
- Exclusion of non-text data