Prof. Battle's Four Basic Steps to Analyzing Qualitative Data (Interviews)

[NOTE: Software specifically designed for analyzing qualitative data (e.g., NUD*IST, ATLAS.ti, NVivo, etc.) will make doing all of this easier. However, below is a basic outline of what needs to happen.]

Step 1: Decide on your naming convention of interviews

- (BL_M_46_2_BK) → Black, male, 46 years old, 2 children, lives in Brooklyn
- This convention is particularly helpful if you're using software designed for analyzing qualitative data

Step 2: Decide on your codes: Race Gender Class

- The codes will just get you started. You can always add more as well as subdivide the ones you have. As a matter of fact, as you read the interviews and analyze what you have already (see Step 4 below), you'll invariably want to add, subdivide, and even combine codes.

Step 3: Code your data:

- Below is an example of what one paragraph might look like after it has been coded

  Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text

Step 4: Pull your results together and try to make sense of what you're finding:

- Below, for example, is all the text you coded for Race, across all of your interviews

  Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text (BL_M_46_2_BK)

  Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text (AS_F_52_4_MN)

  Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text (LA_F_30_0_QN)

  Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text text text text Text (BL_F_24_2_BX)