

# Qualitative Data Analysis Steps

## Inductive Reasoning

By: Jeffrey Hillman & Owen Hunter

### 1 Read the transcripts.

- Be sure to understand the transcripts.

### 2 Reflect on the interviews or focus group.

- Be able to interpret the sessions with your own words.

### 3 Write down your first impression themes.

- Themes can be relevant to each other. Write as many themes as you can.

### 4 Define your themes.

- As you are defining your themes, you will begin to notice the similarities of some themes. Group these themes and give it an appropriate label.
- Keep a copy of the definitions and themes on a notebook or a document.

### 5 Read transcripts to identify supporting statements for the themes.

- Include themes that you may not have considered previously.
- Ideally, code the transcriptions until saturation. Be sure to go through step 5 at least twice for each transcript.

### 6 Consult with other coders (if there are present).

- Sit down with all coders to share the findings.
- All coders must agree on the thematic categorizations of each statement.

### 7 Revisit the themes

- If needed, consider reframing the definitions or the labels to be specific and clear.

### 8 Write the themes using supporting quotes!