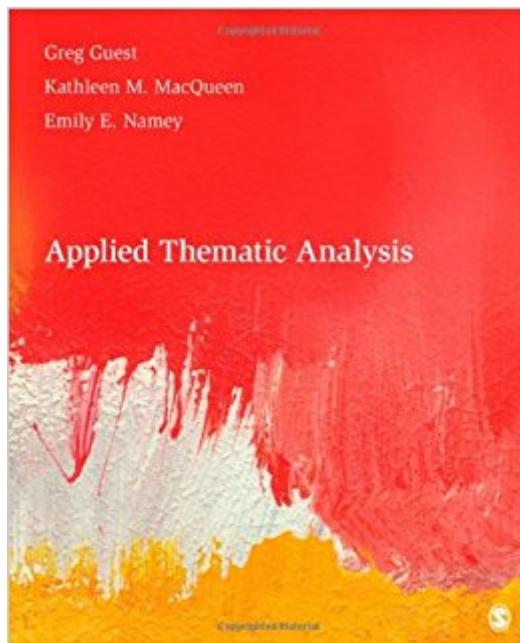


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# Applied Thematic Analysis



## Synopsis

After collecting qualitative data from in-depth interviews, focus groups, or field observations, students and researchers often struggle to make sense of them. This step-by-step guide draws on the authors' many years of experience carrying out qualitative research and conducting workshops on the subject. Their book describes how to analyze qualitative data in a systematic and rigorous way. The authors introduce and outline applied thematic analysis, an inductive approach that draws on established and innovative theme-based techniques suited to the applied research context. Chapters follow the sequence of activities in the analysis process and also include discussions of mixed methods, choosing the most appropriate software, and how to write up and present the results.

## Book Information

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## Customer Reviews

I really think that this is the book that was very much needed. Thematic analysis in my experience is one of the most popular techniques that students use in their dissertations, but there has been little written about methodological foundations and the actual process and procedures of this kind of analysis. I think this book fills this gap very well and provides the description of actual analytical techniques to make the process more structured and rigorous. The book also incorporates examples from NVivo which is a very popular software with many institutions at the moment. The second section is about quantifying qualitative findings - and integrating quantitative and qualitative data. I find the description interesting and there are a couple of very useful tables and classifications

of how to do it which no doubt will be useful for students. The section on writing up findings is really useful and I think can be used as a teaching material even if one is not using thematic analysis. Overall the book is very good and I would definitely recommend it to students on Dissertation Writing modules and/or PG Research Methods.--Maria Karepova

There are few qualitative texts that really present a step-by-step process of how to analyze qualitative data in a systematic and rigorous way. It is very well written, students will find this text helpful. The examples are great. --Howard K. Butcher

"I like that it is practice focused. The real world examples are key and the real world problems make the text more useful. The exercises are nice to pick from for in-class activities or small projects. --Natoshia M. Askelson"

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If you are looking for a practical book on how to actually DO qualitative research, this book is likely to be helpful for you. It includes an overview of what applied thematic analysis is, and gives good step-by-step detail on how to actually do it. As a PhD student doing a qualitative study using general qualitative techniques, this book has been a huge help and added a lot to my methods section. I've combined it with Wengraph's book on qualitative research interviewing (a must if you are not an experienced research interviewer!) and Auerbach & Silverstein's book on Qualitative Data. I feel that between these three books, I was able to build enough knowledge of methods to design a solid research protocol that will be defensible. For those using other qualitative techniques (e.g. Narrative, Phenomenology, etc), this book can supplement the theory and philosophy of those books with information that will ensure you have good technique (e.g. proper audit trails, analysis steps, etc.)

Required for school. Easy to read and understand

This is an excellent book -- gets to the point and easy to read. It is a must have for any qualitative researcher who is expanding their viewpoint and wants a solid broad perspective on qualitative methods.

The book doesn't help you actually do a thematic analysis, so you will need further resources if that is your intention.

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