Familiarization with data
•Read the transcript several times
•Understand patterns in the dataset and what is going on in the participant's mind
•Make annotations about extracts of interest or significance
•Identify similarities, differences, contradictions, repetition, amplification
Identification of codes
•Identify significant statements and assign a code within the context
•Codes are 'meaning units', words or statements that relate to the same 'core essence'
•Code as many extracts as possible
•Condense codes into a few words, without losing the meaning
•Create a list of codes with descriptions of each
Review of codes
•Re-read the transcript with the list of codes and explanations
•Recoding may be necessary
•Extracts may be coded several times
•Check if uncoded extracts are important
•Ensure all the content is covered in relation to the aim
•The coding process should occur repeatedly
Identification of themes
•Codes are categorized into groups based on the research question or assumptions from the literature
•Themes are concept units, which answer "how?"
•A code may form a theme, a sub-theme or be discarded
•Visual tools are helpful
•'miscellaneous' themes can be made
Review of themes
•Themes are condensed
•Draw connections between themes
•Themes may collapse, expand or cluster depending on supporting codes and connections
•Check for internal homogeneity and external heterogeneity
•Check whether codes form a coherent pattern for each theme, and if themes reflect the whole dataset
•Re-read entire data-set with list of themes
Thematic map
•Refinement of the thematic map
•Sub-themes may be developed to expand concepts, or form a hierarchy
• Ensure codes define the 'essence' of each theme
•Develop a table of themes, sub-themes, codes, and extracts
Report writing
• Structured around the table of themes, which are explained, illustrated and nuanced
• Highlight the deeply routed causes of phenomena; explanations of what and how experiences happened
• Develop an awareness of own understanding and preconceptions in relation to the context, in order to contribute to the interpretation, whilst also minimizing bias
• Consider hidden meaning in the data
• Use of triangulation
• Consider non-verbal cues, the sense of the person that is coming across, and saliency
• Reporting of analysis; reflection statement, example process from extract to themes
• Within themes, provide a thread back to the extract so high-level interpretations are grounded in the data