

Contents

List of tables	xi
Companion website	xiii
About the author	xv
Preface	xvii
Acknowledgements	xxiii
Introduction	1
Starting points	1
Handling data	4
The shape of this book	6
PART I SETTING UP	9
1. Setting up your project	11
Placing the project in context	12
Purpose, goal and outcome	13
Designing the project	18
You and your data	26
To do	31
Suggestions for further reading	31
2. Making qualitative data	35
Understanding data	36
Preparing to 'make' data	43
Ways of making data	44
Data about your project (and you)	52
Is writing a problem for you?	57
To do	59
Suggestions for further reading	59
3. Data records	63
What will the records be like?	64
How big should a data record be?	66

Storing records with software	69
Working with your data records	76
When can you start analysing?	80
To do	81
Suggestions for further reading	81
PART II WORKING WITH THE DATA	83
4. Up from the data	85
Meeting data	87
Where do your ideas go?	91
Handling your discoveries	94
Drawing it – the early uses of models	94
Revisiting design	95
Revisiting and reviewing records	97
Writing it	99
Up to the category	100
To do	100
Suggestions for further reading	101
5. Coding	103
Qualitative and quantitative coding	104
What can you do with coding?	105
Ways of coding in a qualitative project	106
Revisiting the coded data	114
Coder reliability in qualitative research	117
Avoiding the coding trap	118
Establishing your personal data processing style	120
Writing about coding	121
To do	121
Suggestions for further reading	122
6. Handling ideas	125
Organization and creativity	126
Catalogues of categories	128
Writing your ideas	137
To do	138
Suggestions for further reading	139
PART III MAKING SENSE OF YOUR DATA	141
7. What are you aiming for?	143
What are you seeking?	144
What can you achieve?	146

What would be satisfactory?	148
What might it look like? Possible outcomes	149
How will you know when you get there?	152
How will you know if it is good enough?	157
To do	163
Suggestions for further reading	163
8. Searching the data	167
Moving forward	168
The data–theory process	169
Searching coding	171
Searching the text	176
Building on searches	179
Reporting searches	180
To do	181
Suggestions for further reading	182
9. Seeing a whole	185
Seeing what’s there – and what’s not there	185
Ways of seeing	186
Accounting for and validating your ‘seeing’	199
To do	202
Suggestions for further reading	203
10. Telling it	205
Start with what you have written	206
What if it won’t write?	210
Planning a qualitative report	212
What about validity and reliability?	214
Using your data	216
Reports that don’t work	218
Concluding your study	221
To do	222
Suggestions for further reading	222
References	223
Index	229