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“A Highly Accessible Text :” A Review of Pat Bazeley’s Qualitative Data Analysis: Practical Strategies

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Abstract

Pat Bazeley’s book advances the procedures of qualitative data coding and analysis. Her work provides a highly accessible framework for both new and seasoned researchers to consider in the analysis of interview, survey, photo and video data collected in qualitative studies. In her work Bazeley acknowledges the use of technology to support data analysis (i.e., NVivo), but also promotes the use of more traditional paper - and - pencil methods. This text would be a great addition to a graduate level course in qualitative research.

Keywords

Qualitative, Data Analysis, Coding, Qualitative Data Displays

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“A Highly Accessible Text:” A Review of Pat Bazeley’s *Qualitative Data Analysis: Practical Strategies*

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Pat Bazeley’s book advances the procedures of qualitative data coding and analysis. Her work provides a highly accessible framework for both new and seasoned researchers to consider in the analysis of interview, survey, photo and video data collected in qualitative studies. In her work Bazeley acknowledges the use of technology to support data analysis (i.e., NVivo), but also promotes the use of more traditional paper-and-pencil methods. This text would be a great addition to a graduate level course in qualitative research. Keywords: Qualitative, Data Analysis, Coding, Qualitative Data Displays

Research and evaluation serve as vehicles to better know and understand the world around us. Francis Bacon (1620) questioned, “whether or not anything can be known – (and if so, it) was to be settled not by arguing, but by trying...upon hard thinking and perpetual working and exercise of the mind” (Bazeley, 2013, p. 93). And with that, Pat Bazeley sets the stage for the work of qualitative data analysis in a highly accessible text, useful to even the newest researcher.

Creswell (2009) states “qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem” (p. 4). *Qualitative Data Analysis: Practical Strategies* provides a logical protocol that serves as a road map for the labor-intensive process of qualitative data collection, coding, and analysis. Each chapter provides research and pragmatic insight encouraging the reader to handle and work with their data, to: “*Read and Reflect; Explore and Play; Code and Connect; Review and Refine* to start the analytic process; *Describe, Compare, and Relate* to deepen it; then *Extract and Explain*, so that you can *Contend, Defend, and Extend* to bring (your research) to a conclusion” (Bazeley, 2013, p. xx, Preface). To support her reader further, she offers a reference list at the conclusion of each chapter that includes a brief summary of the citation - a welcome strategy when you would like to extend your understanding of a new methodology or procedure to inform your research.

Bazeley’s (2013) chapter, *Comparative Analyses as a Means of Furthering Analysis* (Chapter 9), influenced my own research. Interview transcripts, survey results, photos, and video data were collected and coded in a way to promote relations between variables. These initial analyses then suggested new visual tools for theory building (Chapter 11), which in turn, informed our ability to share outcomes with project stakeholders in a meaningful way. Bazeley encourages us to work in the messiness of qualitative data analysis using both traditional methods, as well as those supported by technology. Additional resources can be found on her website, including NVivo reference guides, technical resources and even a sample project: <http://www.researchsupport.com.au/>.

In our current era of accountability and dependence on quantitative analysis in research, we unfortunately examine a mere fraction of a story. If we are to truly understand what works, we as researchers must embrace the dichotomy found in qualitative methodologies – the messiness and the richness. SAGE once again demonstrates it is a reliable source of academic and discipline-specific texts, as evidenced by Pat Bazeley’s (2013) newest work in the field.

References

- Bazeley, P. (2013). *Qualitative data analysis: Practical strategies*. London: Sage.
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches*. Los Angeles, CA: Sage.

Author Note

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