

Qualitative Methods

Psychology

What qualitative research is for, and how it is analysed.

The main analytic approaches.

Approach	Looks for
Thematic analysis	Patterns of meaning across a dataset
Grounded theory	Theory emerging from the data
IPA	How individuals make sense of experience
Discourse analysis	How language constructs meaning
Content analysis	Frequency of coded categories

Quality criteria differ: credibility, transferability, dependability and confirmability replace reliability and validity.