
*Analysis in Qualitative Research* is a useful resource for anyone beginning a research project, from undergraduate to postgraduate students. The book is inspired by a grounded theory approach, and describes the qualitative research process as ‘an ongoing process occurring over the life cycle of a research project’. This description forms the backbone of the book, which takes one through the process of analysing qualitative data from start to finish in ten chapters. Each chapter starts with specific learning aims, is filled with tips and examples pertaining to the chapter’s subject, and ends with sources for additional reading that the author found useful during the compilation of the book.

Chapters 1 to 3 form a unit which covers ‘start-up’ issues such as choosing a subject, reviewing literature, formulating research questions, sampling, writing a research proposal and considering ethical issues.

Chapters 4 to 7 form the second unit, which covers issues related to the research data. Chapter 5 describes the principles of data analysis according to a so-called ‘spiral of analysis’, a model which details the role of data in the analysis; the analytical activities of the researcher; and the output of the analysis.

Chapter 6 describes the book’s recommended coding procedure on the basis of three processes: (1) open coding (reading all collected data and dividing them into fragments which are compared, grouped into categories and labelled with a code); (2) axial coding (putting data together again in new ways after open coding and making connections between categories in order to determine dominant research elements); and, lastly, (3) selective coding, which the author refers to as the ‘hunt for the core concept’ and which includes looking for connections between the existing categories in order to integrate loose pieces of earlier coding efforts which may only become apparent towards the final stages of the research project.

Chapters 7 to 10 comprise the third unit in the research process, and discuss issues related to integration of data into a coherent format. Chapter 7 provides 10 integrative procedures to help researchers extract essential elements from their data, while Chapter 8 focuses on the different types of findings that a qualitative research project can produce (this includes a useful list of typical mistakes made by researchers in presenting their findings).

Chapter 9 addresses the issues of quality of research, such as reliability and validity, methodological accountability, reflection on the researcher’s role, triangulation, member validation and multiple researchers.

The book concludes with Chapter 10, which provides useful descriptions, tips and examples for the final step in the research process, namely writing it all up.
"Analysis in Qualitative Research" is best described as an introductory source to qualitative research. The book commences with a short discussion of the value of qualitative research in the Social Sciences, but generally aims to provide a practical guideline for qualitative data analysis. The book is never too prescriptive about the process of analysis, but instead provides readers with tools for thinking about their data and broad guidelines for analysing and handling data. So, while the book describes the importance of coding in qualitative research, for example, it allows readers to make up their own minds about which coding technique to apply. Because the book attempts to cover the entire spectrum of a typical qualitative research project, it should preferably be read sequentially from start to finish. Overall, it should serve as an effective starting point for the first-time researcher (Honours or Master’s level), while also adding value as an additional source at PhD level.

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