Understanding the Results of Conventional Qualitative Content Analysis for Design Research

A case of applying conventional qualitative content analysis to interviews with service design practitioners.

METHOD

INTERVIEWS

The topic of the interviews was service prototyping, inquiring the practitioners about their approaches and conceptions, but starting with some more general questions about their work process in the later stages of service design. The interviews were conducted over telephone (2) and Skype (4), most of the time not using video. So a large part of communication that can usually be accessed in physical interactions between people could not be used to enhance understanding of the material.

ANALYSIS APPROACH

A paper by (Graneheim & Lundman, 2004) was used to decide what the approach should look like. In this study the analysis was divided into stages:

- Identifying meaning units
- Condensing the meaning units
- Coding
- Constructing Sub-categories
- Applying the Sub-categories to categories
- Generalising categories into themes

THEORY

Qualitative content analysis is used to create an abstract version of a larger data set. QCA is often understood as negotiating the weaknesses associated with qualitative approaches (Mayring, 2000). We discuss this understanding of QCA by looking at an instance where a conventional QCA was used. Conventional QCA is used when existing theory is limited (Hsieh & Shannon, 2005), and researchers are looking to understand a phenomenon by immersing themselves in data and letting categories emerge. This has also been called inductive category development (Mayring, 2000).

WORKS CITED


