Qualitative data cannot be analysed mathematically—such as words, images, attitudes, feelings, and reactions. There are many research methods in criminology that produce qualitative data: for example, interviews, participant observation, documentary analysis, and focus group discussion. This chapter explains how collected qualitative data can be coded, and then describes various approaches to qualitative analysis, including thematic analysis, content analysis, grounded theory, and analytic induction.
15. Qualitative analysis

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