

Analyzing Qualitative Data in Word

Microsoft Word is a great tool for analyzing qualitative data, like interview notes or information from open ended questions on surveys. The steps are:

1. Type up your qualitative data. It doesn't necessarily have to be "verbatim" but it does have to be a fairly detailed summary.
2. Create a word file that includes all of the questions from the original interview.



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3. Copy and paste passages from your interview notes under the relevant questions in your new word document. Make sure each passage that you copy is marked with a code of some kind so you can remember which interview it came from:

"I made some new friends, and I didn't expect that" (Sandy)

"The best thing about the workshop, for me, was the time when we got to ask questions." (Fall 08 002)

4. Once your data is in the file, go back and "format" each question as a "heading" by:
 - Highlighting the question text.
 - Clicking on "styles and formatting" under the "format" heading on the tool bar.
 - Pick a heading level (probably Heading 1) from the list.



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5. Review the passages you've put under each question heading, and start to look for patterns. When you find some quotations with similar messages, cut and paste them so they are together on the page
6. Give this cluster of quotations a "heading" in the same way that you made the questions headings. Make your codes "heading 2" (and "heading 3" if your coding gets more involved).



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7. This is where the headings get useful. Once you've started to organize your data a bit, click "view" on the toolbar and select "outline view."
8. A toolbar with a few white boxes should appear. One white box says "show level" or "show all levels." Click on that box, and choose "show level 1." You should see only your questions. Click "Show level 2" and you should see your questions and your codes. This gives you a quick overview of how your data analysis is progressing, and lets you quickly see areas where codes could be combined or reworded.

