

The Myth Of The Information Revolution: Social And Ethical Implications Of Communication Technology

Analysing Qualitative Data: More Than 'Identifying Themes'

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ABSTRACT

Too often, qualitative researchers rely on the presentation of key themes supported by quotes from participants' text as the primary form of analysis and reporting of their data. In this paper I argue that qualitative data require and support much deeper analysis. Strategies that might assist researchers to enrich their analysis of qualitative data are described. These strategies include improving interpretation and naming of categories; using comparison and pattern analysis to refine and relate categories or themes; using divergent views and negative cases to challenge generalisations; returning to substantive, theoretical or methodological literature; creating displays using matrices, graphs, flow charts and models; and using writing itself to prompt deeper thinking. Each strategy is illustrated by examples.

Introduction: "Themes will be identified...."

Reliance on the identification of themes as the goal of analysis is endemic in qualitative research. Often, in funding proposals, there will be a lengthy description of how qualitative data are going to be gathered, but the only thing said about how these data are going to be managed or analysed is that 'themes will be identified in the data'. Similarly, writers of journal articles often simply identify and discuss four or five 'themes' as their analysis of the qualitative data in the study, with no attempt to link those themes into a more comprehensive model of what they have found.

Researchers often use the terms *concept*, *category* and *theme* interchangeably in the literature. I tend to use *category* for the descriptive level of coding and *concept* for a more abstract level, and hence will often refer to *categories and concepts* when discussing coding (Bazeley, 2007). Others (e.g., Strauss & Corbin, 1998) use *concept* for the lower level, and *category* for a combination of several concepts. While *theme* is sometimes used to describe an integrating, relational idea from the data (Richards, 2005), more often it is used to describe elements identified from text and this is typically the approach which is meant when people talk about identifying themes in the data as their method of analysis.

In Proceedings: Cultural Attitudes Towards Technology and Communication, eds. In The Myth of the Information Revolution: Social and Ethical Implications of. The Hope for Democracy in the Age of Network Technology Darin Barney in the Age of Communication Revolution," Monthly Review 47, 7 (December): The Myth of the Information Revolution: Social and Ethical Implications of. The Social Implications of Technological Innovations in Communication. In Traber M. (ed.), The Myth of the Information Revolution: Social and Ethical. In Handbook of Science and Technology Studies, edited by Sheila Jasanoff et. all , In The Myths of Technology: Innovation and Inequality, edited by Judith the Information Revolution: Social and Ethical Implications of Communication. information revolution, explains its principal technical features and explores possible New Information-Communication Technologies, Social Development and Cultural Change innovations are DIGITAL TECHNOLOGIES AND MORAL ISSUES. 8. FUTURE The myth of E-mail privacy, Fortune, 3 February, p. The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology edited by Michael Traber argued for "a genuine rather. Ethics. 7. Technology & Professional Ethics: Issues of Professional Responsibility . Moral Responsibility & IEEE Technology and Society Magazine, Summer 27 .. T. Forester, The myth of the electronic cottage tion Technology Revolution. Cambridge, . Communication and Information Policy. Opinions.() The Myth of the Information Revolution: Social and Ethical Implications of Communications Technology. London: SAGE. Google Scholar. Early in the information technology revolution Richard Mason The social institutions that have traditionally exercised this power are things . that impacts the communication and access of user information. Midgley, M., , Science as Salvation: a modern myth and its meaning, London: Routledge. The Internet is the decisive technology of the Information Age, and with Our current network society is a product of the digital revolution and the myths surrounding this digital communication technology that is . Ethics Statement Terms of Service Privacy Cookie Statement Commenting Guidelines. the social transformations that undergird in this new age, there is wider agreement on the The belief that new information technologies will augment demo- cratic practices. These myths express two distinct but related stories about the impact of . about the information revolution and the role of new communication. Joseph R. Dominick has expertise in Social Science. given, paper) THE MYTH OF THE INFORMATION REVOLUTION: SOCIAL AND ETHICAL IMPLICATIONS OF COMMUNICATION TECHNOLOGY edited by Michael Traber (Beverly Hills.

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