

Most common data analysis techniques used for qualitative and quantitative data analysis

TYPE OF DATA	TECHNIQUE	DESCRIPTION
QUALITATIVE	Narrative analysis	a qualitative research method where researchers interpret texts or visual data that have a storied form. There are different approaches to narrative analysis, including; functional, thematic, structural, and dialogic.
	Qualitative Content Analysis	a method of qualitative research where patterns within a piece of content are evaluated. It can be used with different forms of content such as words, phrases, and/or images.
	Grounded Theory	a method of qualitative analysis is used to create new theories using the data collected, by using a series of “tests” and “revisions”, generally focusing on social processes or actions.
	Discourse Analysis	used to study written, vocal, sign language, or any significant semiotic event, in relation to its social context. It allows researchers to examine a language beyond just sentences and provides an understanding of how these sentences function in a social context.
	Thematic Analysis	involves looking for patterns by taking large bodies of data and then grouping them based on shared themes or similarities to provide an answer to the research question.
	Interpretive Phenomenological Analysis	an approach to psychological qualitative research and has an ideographic focus. It is used to provide a detailed examination of a person and their lived experiences.
QUANTITATIVE	Descriptive Statistics	used to describe the basic features of data in a study and provides simple summaries about the measures and sample. It helps researchers understand the details of a sample group, and generally includes the first set of statistics that are covered before moving on to inferential statistics. Some common statistical tests used in descriptive statistics are mean, median, mode, skewness, and standard deviation.
	Inferential Statistics	aims to make inferences about the population, allowing researchers to make assumptions and predictions about an entire population. The two main kinds of predictions made using inferential statistics are 1) predictions about the differences between groups within a population and 2) predictions about the relationships between variables relevant to a population.

Source: Voxco (2021)