Thematic Analysis

Clarity from open-ended survey questions

Why Thematic Analysis?

Find direction through qualitative data analysis

Open-ended consultation and survey questions will provide you with a vast array of answers - some people will answer succinctly, possibly with only a single word. Others will provide you with a highly subjective essay in response to the same question. On first glance, it is hard to see the future direction that you need to follow.

Thematic analysis identifies the predominant patterns within all responses to your question by identifying the recurring themes. The result is a clear picture of the common areas of concern, within which the frequent requests and recommendations can be identified.

NRWS Thematic Analysis Services

Independent analysis and comprehensive reporting

Thematic analysis and coding

NRWS uses reflexive, data-driven methods, to ensure that the identified themes match the messages imparted by the community and limit the influence of prior expectations.

Clear and concise reporting

Reporting can include a clear definition of each identified theme and in-depth discussion of the major concepts, concerns and recommendations within each.

Visual aids and summaries

The identified themes can be quantified to produce summary level graphs for easy reference.

Searchable and filterable Excel tools

Deep-dive into the dataset using the NRWS-built Excel spreadsheet to find the exact answers you need.

"Thea never fails to deliver on those complex projects that require huge amounts of collation, analysis and synthesis. Her ability to extract meaning from desktop exercises and consultation outputs always adds the needed value to our engagement projects. Working with Thea is a joy and she provides a critical level of rigor to our team." Will Bessen, Tuna Blue Facilitation

Contact me for more information:

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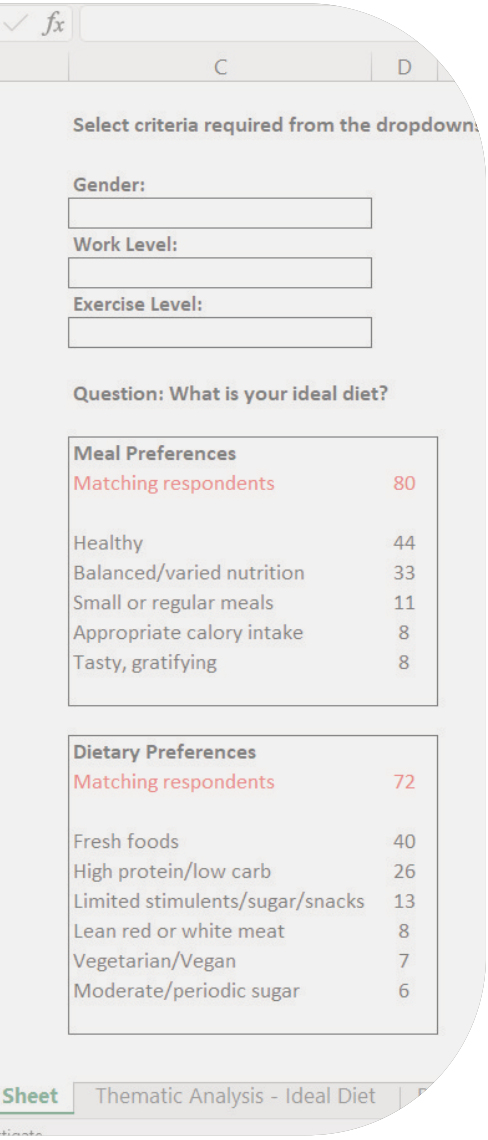


Thematic analysis tools in Microsoft Excel

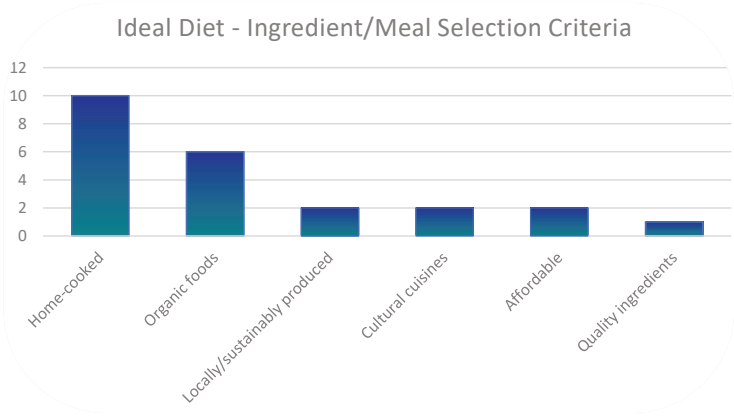
Hone in on your required criteria

Alongside thematic analysis and reporting, NRWS can design a custom data tool within Microsoft Excel that will :

- Increase ease of access to your data
- Allow you to filter data to hone in on the details that you need
- Produce easy visual summaries of what is important to your audience

Summary tables and graphs are generated from the finished thematic analysis. These will automatically update as you narrow the focus of your demographic criteria using dropdown menus.

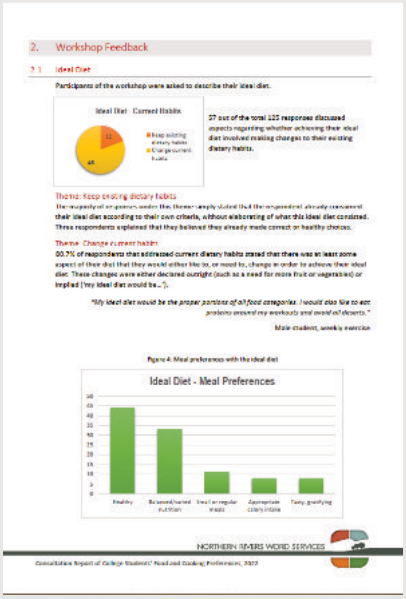
A demonstration of this tool can be provided by contacting Northern Rivers Word Services.



Clear and comprehensive reporting

All the details in one concise document

The thematic analysis can be reported upon seperately or as part of a complete Consultation Outcomes Report, which can include any of the following:

- Executive Summary
- Project background
- Overview of consultations
- Key themes and outcomes
- Priority concerns
- Full thematic definitions and discussion
- Desktop research
- Recommendations
- Next steps
- Glossary

The final report can be written within your own company reporting template and style, ready to send to your client.