



# Applied Thematic Analysis

*Greg S. Guest, Kathleen M. MacQueen, Emily E. Namey*

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After collecting qualitative data from in-depth interviews, focus groups, or field observations, students and researchers often struggle to make sense of them. This step-by-step guide draws on the authors' many years of experience carrying out qualitative research and conducting workshops on the subject. Their book describes how to analyze qualitative data in a systematic and rigorous way. The authors introduce and outline *applied thematic analysis*, an inductive approach that draws on established and innovative theme-based techniques suited to the applied research context. Chapters follow the sequence of activities in the analysis process and also include discussions of mixed methods, choosing the most appropriate software, and how to write up and present the results.

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