



# Qualitative Content Analysis in Practice

*Margrit Schreier*

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## **Qualitative Content Analysis in Practice** Margrit Schreier

This book takes students step-by-step through the process of doing qualitative content analysis. Margrit Schreier show how to: create a coding frame; segment the material; try out the coding frame; evaluate the trial coding and then carry out the main coding; and consider what comes next. She also discusses software choices for doing qualitative content analysis. Each part of the process is described in detail and research examples are provided to illustrate each step. Frequently asked questions are answered, the most important points are summarized, and end of chapter questions provide an opportunity to check for understanding.

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