Chapter 6: Thematic Analysis

Glossary

Codes: capture the basic units of meaning in a descriptive fashion

Latent content: implicit meanings contained within data

Manifest content: directly observable meanings within data

Social phenomenology: concerned with understanding the social reality which is subjectivity experienced by groups of people

Social representations theory: concerned with the ways in which social phenomena are conceptualized and represented by individuals, organizations or institutions.

Thematic map: takes the form of a mind-map or spider diagram which displays the connections and relationships between codes and themes.

Themes: they capture clusters and patterns across codes; constitute a higher level of analysis than coding, they are interpretative