

## **Multi-level Content Analysis**

Based on the work of Matthew B. Miles and A. Michael Huberman\*

### **First-order data analysis: Exploration**

Here we address the question of *what*.

We basically label the shared units of meaning and the experience categories.

- Step 1 – Identification of and familiarisation with subject
- Step 2 – Demarcation and tentative labelling of subject
- Step 3 – Labelling of experience or idea categories
- Step 4 – Establishment of reliability and validity of experience or idea categories

### **Second-order data analysis: Description**

Here we address the question of *how*.

We basically label and describe shared pattern categories. This includes recognition of the roles of TWTSO participants and the research team on the findings, among other influential factors.

- Step 1 – Development and labelling of pattern categories
- Step 2 – Description of pattern categories
- Step 3 – Determination of the degree of acceptance of pattern categories

### **Third-order data analysis: Explanation**

Here we address the question of *why*.

We conceptually discuss, explain and declare pattern categories.

- Step 1 – Conceptual discussion.

\* Miles, M.B. and Huberman, A.M. 1994. Qualitative Data Analysis: An Expanded Sourcebook. 2nd ed. Sage: Thousand Oaks, CA