Data Management and Analysis Methods
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This chapter is about methods for managing and analyzing qualitative data. By qualitative data the authors mean text: newspapers, movies, sitcoms, e-mail traffic, folktales, life histories. They also mean narratives--narratives about getting divorced, about being sick, about surviving hand-to-hand combat, about selling sex, about trying to quit smoking. In fact, most of the archaeologically recoverable information about human thought and human behavior is text, the good stuff of social science.

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METHODS OF COLLECTING AND ANALYZING EMPIRICAL DATA MANAGEMENT MATERIALS and Analysis Methods. Gery W. Ryan and H. Russell Bernard. Texts Are Us. This chapter is about methods for managing and analyzing qualitative data. Methods for analyses in this tradition are covered elsewhere in this Handbook. We focus here on methods used in the sociological tradition, which we take to include work across the social sciences. There are two kinds of written texts in the sociological tradition: (a) words or phrases generated by techniques for systematic elicitation and (b) free-flowing texts, such as narratives, discourse, and responses to open-ended interview.