Qualitative research: document analysis
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8th of September 2015
What have you been wondering about lately?
Should you choose to do qualitative or quantitative research, or both?
"People can get quite passionate about which method is best, which is a bit silly because they are complementary, not competing, approaches and there are much more important issues in the world to get upset about. Having sais that, all qualitative research is rubbish" (Field 2009, p. 2)
Research questions in qualitative research often start with:

HOW or WHY
Qualitative data

- Interviews
- Observation
- Documents/texts
• Why should I use document analysis?
• What is a *document* in document analysis?
Public documents

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NRKs årsrapport for 2014
Gjennom årsrapporten og årsregnskapet får du et bredt innblikk i NRKs virksomhet og organisasjon.

TIDIGERE ÅRSRAPPORTER

NRK i 2013  NRK i 2012  NRK i 2011  NRK i 2010  NRK i 2009  NRK i 2008

TIDIGERE ÅRSREGNSKAP (PDF-FILER)

Be aware of the context

• When are the documents made?
• Where are the documents made?
• By whom are the documents made?
• And who are the intended receiver of the documents?
Some dimensions to take into account

- Written vs audiovisual documents
- Published vs unpublished documents
- Public vs secret documents
- Institutional vs internal documents
- Current vs retrospective documents
• What characterises documents as *sources* or as *objects*?
• Next week: qualitative interviews