

Contents

Introduction	7
Thematic Content Analysis – an Overview.....	8
<i>What is a Theme?</i>	8
The Case Study	10
Implementation of an Inductive TCA with ATLAS.ti	11
<i>Phase 1: Becoming familiar with the data</i>	12
<i>Phases 2 and 3: Generating initial codes and building a coding frame</i>	12
<i>Phase 4: Searching for themes</i>	18
<i>Phase 5: Reviewing themes</i>	20
<i>Phase 6: Defining and naming themes</i>	23
<i>Phase 7: Producing the report</i>	25
Summary	25
Reflections	27
References.....	28