Data analysis

The researcher will adopt thematic analysis to analyze and report on the study. Thematic coding is a qualitative data analysis technique that establishes these and sub-themes in a text by organizing and analyzing the meaning of sentences and words of collected data. Transcripts from the semi-structured interview will be compiled and analyzed using Nvivo software. This software was selected as it will enhance the organization of words and transcripts thus enhance the process of identifying themes and sub-themes from the semi-structured questions. The study will adopt a methodological thematic analysis to inform the research. Thematic analysis will include the following steps;

1. Data collected from the interview will be organized and prepared for analysis. This will involve transcription of voice notes and data entry to the Nvivo program.
2. Reading through the data to identify and edit errors in data entry and transcription. This will be critical to remove errors that would otherwise impact the data analysis, including theme identification.
3. Start coding the data using the Nvivo software. This will involve breaking down the qualitative dataset into smaller samples and creating codes that will cover the established samples. Add/remove codes accordingly based on the match/mismatch, as depicted by the data. This process shall be repeated until all the data has been coded.
4. After coding all the data, the study will generate descriptions and themes. This will enable the establishment of the major implications of incentives in nursing hence inform the study accordingly.
5. The researcher will represent the descriptions, themes, and sub-themes through tables, figures, and or drawings. Through a comprehensive discussion, the researcher will establish the connection between the themes and subthemes with respect to the research questions and objectives (Creswell, 2014).

Coding

The study will adopt deductive coding (Priori coding), where data coding will involve a predetermined set of codes that are assigned to the collected qualitative data. Besides, inductive coding will be employed to establish new codes based on the collected data. The research project will apply the following coding procedure;

1. Predetermine the codes and descriptions while preparing for data analysis using Nvivo. This includes breaking down the data set into smaller samples that will cover the established codes and or enhance the establishment of new codes.
2. Compiling and reviewing the codes to illuminate and establish coding overlap and redundancy. This will enable the researcher to establish match and or mismatch in priori coding and the need for other codes and themes.
3. Turning codes into themes and subthemes. Themes will include codes that represent the same idea while the subtheme (s) will entail the codes that further explain a particular theme.
4. Evaluating whether the themes/codes were expected, surprising, or unusual. The expected themes in the study include; Nurses’ experience, financial and non-financial incentives, Turnover (job satisfaction and retention), and working environment.
5. Illustrating the themes/codes using a conceptual map. The conceptual map will help summarize the coding processes which establish the research themes and subthemes (Creswell, 2014; Linneberg & Korsgaard, 2019).

Through thematic coding of qualitative data using the Nvivo software, the researcher will be able to ascertain the predetermined themes and establish new themes that will be important in informing the research project. Thematic coding will be critical as it will provide high-level flexibility in data analysis besides allowing for rich and synthesized primary data reporting. More importantly, the procedure will inform the study pas researcher experience through deductive and inductive coding and themes establishment.

References

Linneberg, M. S., & Korsgaard, S. (2019). Coding qualitative data: A synthesis guiding the novice. *Qualitative Research Journal*.