



Thematic Analysis

Presentation by Alison Eales and Clare Parks
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What is thematic analysis?

Analysis of **data** to identify patterns and themes

What is data?

Quantitative - numbers

Qualitative – text (the focus of our presentation and discussion)

Scotland's quality approach

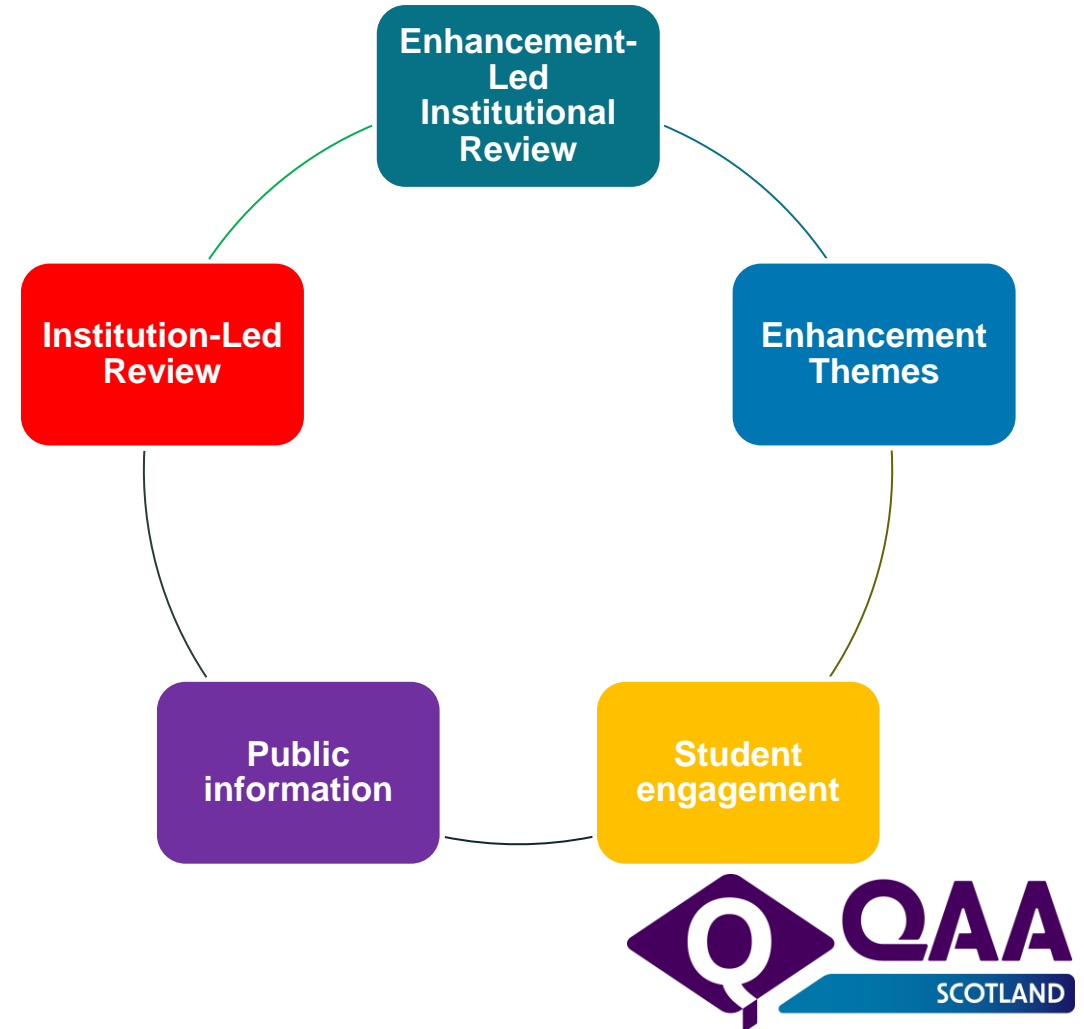
- Quality Enhancement Framework – from 2003 to 2024
- Tertiary Quality Enhancement Framework – from 2024



Thematic analysis – supporting our work

Examples

- [External review reports](#) – review teams
- Institutional reports (subject review) – institutions
- Concerns Scheme annual report – QAA
- Enhancement [activity reporting](#) – institutions, collaborative groups, QAA
- Survey responses - QAA



How do we do thematic analysis?



We are evolving - continuously!

- **Microsoft Excel**
- **NVivo**





Discussion for 15 minutes

What activity does/could thematic analysis support in your organisation?

How would you grow thematic expertise in your organisation?

Future ambitions and potential



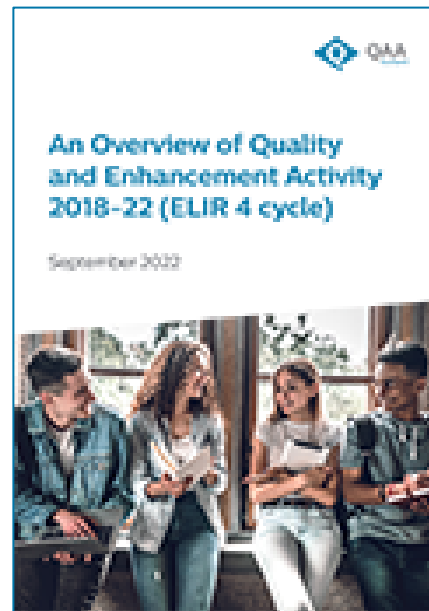
- ENQA review response
 - NVivo user group
 - Quality cycle 'meta-analysis'
 - Combine qualitative and quantitative information to give new insights
 - Explore generative AI tools
-
- Impact of new tertiary enhancement –led approach in Scotland
 - More agile and responsive in information use
 - Understanding our sector
 - Supporting change



Discussion for 15 minutes

Discuss how you might use thematic analysis to support your future ambitions. You might want to consider sector insights, policy development, change projects.

Thematic publications and resources



ELIR 4
[knowledge](#)
[base](#)



A final thought

When Sir Francis Bacon published in his work, *Meditationes Sacrae* (1597), the saying: "*knowledge itself is power*", he most likely wanted to transmit the idea that having and sharing knowledge is the cornerstone of reputation and influence, and therefore power; all achievements emanate from this.

from [Knowledge is Power](#) (Leonard Azamfirei)

J Crit Care Med (Targu Mures), 2016 May 9;2(2):65-66, doi: 10.1515/jccm-2016-0014. eCollection 2016 Apr

Questions, comments, observations

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Thank you



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