

CONTENTS

About the author	vi
Preface	vii
1 Introduction: What is qualitative content analysis?	1
2 What is qualitative about qualitative content analysis?	20
3 Will qualitative content analysis work for me?	
Decision aids	37
4 The coding frame	58
5 Building a coding frame	80
6 Strategies for building a data-driven coding frame	107
7 Segmentation and units of coding	126
8 Trying it out: The pilot phase	146
9 What to keep in mind: Evaluating your coding frame	166
10 The main analysis phase	194
11 How to present your results	219
12 Using software in doing qualitative content analysis	241
References	260
Index	269