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Unlike quantitative analysis, which is statistics driven and largely independent of the researcher, qualitative analysis is heavily dependent on the researcher’s analytic and integrative skills and personal knowledge of the social context where the data is collected. The emphasis in qualitative analysis is ‘sense making’ or understanding a phenomenon, rather than predicting or explaining. A creative and investigative mindset is needed for qualitative analysis, based on an ethically enlightened and participant-in-context attitude, and a set of analytic strategies. This chapter provides a brief