

Using NVivo's Project Mapping tool in Qualitative data analysis within a Population-Based Cohort Study

This paper explores a complex set of qualitative data from the CC75C longitudinal study of ageing. The analysis aimed to learn more about proactive house moves (which are planned for before a stressful event) and house reactive moves (which happen after a stressful event) in a sample of the oldest old (95+). A random sample of 25 transcripts were read manually and an open coding chart developed using the following probes:

- 1. What experience do older people have moving in later life?*
- 2. Are moves planned or are they in response to a crisis?*
- 3. What choices and decisions do older people make?*

Further analysis and thematic coding of how CC75C's very old participants experienced reactive and proactive moves uncovered eight types of experience. Comparative visual analysis of these themes showed that six of these experiences were common to both proactive and reactive moves; two are specific to either proactive or reactive moves. Further comparative analysis of the decision making that underpins these experiences identified four distinct forms of decision making that are specific to either reactive or proactive moves. This paper will demonstrate the usefulness of the visual project mapping tool for examining complex interrelated themes in large qualitative datasets. It also considers the implications of working with data from the oldest old some of whom have cognitive impairment and poor re-call or memory. Also the complexity of working with this data alongside data obtained from proxy informants who give different accounts of the same experiences.