

Phases of thematic analysis after Braun & Clarke

Familiarizing yourself with your data	Transcribing data, reading and re-reading the data, noting down initial ideas.
Generating initial codes	Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code.
Searching for themes	Collating codes into potential themes, gathering all data relevant to each potential theme.
Reviewing themes	Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic 'map' of the analysis.
Defining and naming themes	On-going analysis to refine the specifics of each theme, and the overall story the analysis tells, generating clear definitions and names for each theme.
Linking themes to explanatory frameworks, models and concepts	Making a contribution to theory, reflecting on the validity of different sociomaterial approaches. Building new approaches and theoretical categories and concepts.
Producing the report	The final opportunity for analysis. Selection of a vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a scholarly report of the analysis.

Source: After (Braun & Clarke, 2006, S. 87).