

Analytical framework: A set of codes organised into categories that have been jointly developed by researchers involved in analysis that can be used to manage and organise the data. The framework creates a new structure for the data (rather than the full original accounts given by participants) that is helpful to summarize/reduce the data in a way that can support answering the research questions.

Analytic memo: A written investigation of a particular concept, theme or problem, reflecting on emerging issues in the data that captures the analytic process (*see Figure 6*).

Categories: During the analysis process, codes are grouped into clusters around similar and interrelated ideas or concepts. Categories and codes are usually arranged in a tree diagram structure in the analytical framework. While categories are closely and explicitly linked to the raw data, developing categories is a way to start the process of abstraction of the data (i.e. towards the general rather than the specific or anecdotal).

Charting: Entering summarized data into the Framework Method matrix (*see Figure 4*).

Code: A descriptive or conceptual label that is assigned to excerpts of raw data in a process called 'coding' (*see Figure 1*).

Data: Qualitative data usually needs to be in textual form before analysis. These texts can either be elicited texts (written specifically for the research, such as food diaries), or extant texts (pre-existing texts, such as meeting minutes, policy documents or weblogs), or can be produced by transcribing interview or focus group data, or creating 'field' notes while conducting participant-observation or observing objects or social situations.

Indexing: The systematic application of codes from the agreed analytical framework to the whole dataset (*see Figure 3*).

Matrix: A spreadsheet contains numerous cells into which summarized data are entered by codes (columns) and cases (rows) (*see Figure 4*).

Themes: Interpretive concepts or propositions that describe or explain aspects of the data, which are the final output of the analysis of the whole dataset. Themes are articulated and developed by interrogating data categories through comparison between and within cases. Usually a number of categories would fall under each theme or sub-theme (*see Heath et al., 2012*).

Transcript: A written *verbatim* (word-for-word) account of a verbal interaction, such as an interview or conversation.