**Qualitative Analysis**

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**QUALITATIVE ANALYSIS**

Thematic analysis is a method of qualitative analysis that employs the use of classifications and patterns (themes) that related with the textual content of the data. It is a highly efficient methodology for exposing the details of a subjects in a qualitative data (Boyatzis, 1998). The analysis is aimed at developing an overall overview of how heroes, experts, and all-around productive people work.

**1.0** **Participants Profile**

Table 1: Participants Profile

| NAME | PROFESSION |
| --- | --- |
| Sarah Pinsker | Writer |
| Demi Adejuyigbe | Comedian |
| Kelsey Taylor | Filmmaker |
| Hannah Hart | Creator of My Drunk Kitchen |
| Jad Abumrad | Creator of Radio Lab |
| Mark Zuckerman | President of the Century Foundation |
| Patricia Hewlin | Professor organizational diversity and the  organizational participation and treatment of minorities |
| Jim Cantore | Meteorologist |
| Sirita Wright | Entrepreneur |
| David Lee | Creative Officer at Squarespace |

**2.0** **Data Analysis Process**

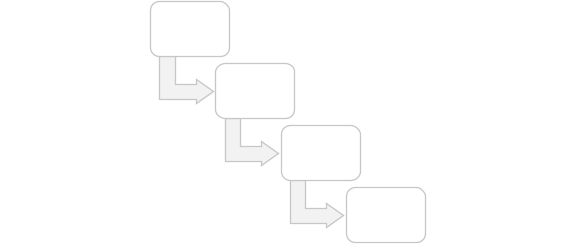


Figure 1: Analysis stage diagram

**2.1** **Stage 1: Reading and Interpretation of Text**

The collected data was read several times under this phase to get a brief overview of what the data entails. A word cloud diagram was used to depict the most used words and phrases in the data. This is mainly to ascertain if the most used words are in alignment with the research objectives.

**2.2**  **Stage 2: Coding of text**

In this phase, the qualitative data was carefully read and meaning was ascribed to the phrases in the form of codes using NVivo, (Alhojailan, 2012) in his study asserted that the results of a qualitative data analysis is dependent on interpretation. The aforementioned makes this stage a critical part of the analysis. The coding was carried out meticulously, the data was read and studied repeatedly for more than 8 times. The initial coding reveals a total of over 200 codes as indicated in the appendix, this was later reduced in the course of the theme development; codes that are irrelevant to the research objectives were removed.

**2.3 Stage 3: Theme Classification**

The codes were grouped concerning the existing relationship between them to form themes. The analysis reveals a total of 9 themes as shown in the thematic diagram below; As earlier indicated, the coding was done with NVivo. The developed themes are; General description, Daily activity before Commencing work, Workspace area, Apps and Gadgets, Favorite Hack, Finicky process, Team members, Biggest mistakes, Schedule management, Recharging, Side projects, Reading list, Best advice, and Perpetual problem.

**2.4** **Stage 4: Results Presentation**

This section is exploring the details of the developed themes;

**Theme 1: General description**

The theme is providing a general over of some fundamental properties of the participants. The theme is further divided into 3;

1. Work description: Participants described their work-life as; all or nothing, eclectic, constantly, inefficiently, frenetic, and constantly.
2. Apple devices are the most used mobile device: iPhones (X, XR, XS, 8, 8 Plus, and 7) are the most used mobile devices, other devices include; iPad pro, google pixel, and Motorola G6.
3. Apple computers are the most used: The participants reveal they make use of iMacs, MacBook Air, and MacBook pro, others use Lenovo, Surface Pro, and Dell laptops.
4. Current gig: Some of the participants have more than one gig, the identified gigs are;

**Theme 3: Maintaining a Minimal but inspirational workspace.**

The participant’s description of their workspace depicts the usage of desk and chair in a conventional office setting, interestingly, the “writer” highlighted that she uses the coffeeshop for when writing. She expanded by saying she gain a considerable amount of inspiration when writing from a coffee shop. Furthermore, the participants reveal that often they decorate the walls of their workspace with drawings, stickers, and notes that provide inspiration and motivation. One of the participants highlighted that is work is always aided with a bottle of Japanese whiskey.

*It’s pretty uncluttered and minimal. Aside from my laptop and monitor, all that’s currently on my desk is a bottle of Japanese whiskey that was gifted to me.*

**Theme 4: Support system is essential to properly function**

All participants stated that some people provide them with the needed support to function in their respective roles, they stressed that it would have been impossible for them to function in their respective roles without their support system. Interestingly, some of the names mentioned in the support system are not office colleagues or bosses. They highlighted that these people are highly important to them as they provide them with the needed information, advice, and scheduling to effectively and efficiently carry out their functions. The support system is further classified into 2;

Table 2: Team members

| **OFFICIAL SUPPORT** | **UNOFFICIAL SUPPORT** |
| --- | --- |
| Partners and co-founders |  |
| Management | Brother |
| PR team | Boyfriend |
| Creative Leadership team | Wife |
| Co-founders |  |
| Weather producers |  |
| Agent |  |
| Critique groups |  |
| Manager |  |
| Executive Assistant |  |
| Creative operations manager |  |

**Theme 5: It is impossible not to make mistakes**

The participants revealed that they have at one point made costly mistakes in their careers, one of the participants highlighted that his biggest mistake was when he passed the wrong weather information to the public as a meteorologist. Also, the filmmaker highlighter that his inability to specify what he wants or require from a project to his team members has cost wastage of time, energy, and money. One of the participants highlighted that her lack of camera handling skills once cost her and her team the loss of a whole session as she failed to press the record button throughout the session.

**Theme 6: Scheduling is a challenge**

Participants reveal that schedule management is oftentimes a challenge, they highlighted that they have to depend on some tools or people to help them manage their schedule, the participants manage their schedules through;

1. Keeping a to do list: Different methods are used in the creation of the todo list, but the most common is the use of spreadsheet applications and stickers. Oftentimes, the activities are broken down into sections to provide a sequential approach to the activity.
2. Google Calendar: One of the participants highlighted that he manages his schedule with google calendar.
3. An unread email means action must be taken
4. Monthly tello boards
5. Managed by the executive assistant

**Theme 7 Continuous Learning is essential**

One attribute that unifies all the participants of this study is their reading habit, the data showed that they are currently reading a book(s).  They are currently reading Sam Miller, Lizzy Goodman, Jia Tolentino, Gil Bettman, Dolly Chugh, Tara Westover, and Yuval Noah Harari. The data also reveals that two of the participants are into other learning activities aside reading.

**References**

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