**Qualitative Data Analysis Worksheet**

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| Key Themes | Sources/participants who provide evidence | Selected evidence (quotes, text, narratives) and source\* | Reflection, notes and comments |
|  Key Theme A (Ex. Love for Canada)         Key Theme B   Key Theme C   Key Theme D   Key Theme E     |  Ex. 6 sources, namely Vancouver Sun, Globe and Mail, The Guardian, The Telegraph, Le Journal de Montréal, and Montreal Gazette,  |  Ex 1. “Canada is well loved” –Vancouver Sun Ex 2. “Immigrants love Canada” –Globe and Mail  |  See contrasting theme (Apathy) below |
| EXCEPTIONS |
| Exceptional Themes | Sources/Participants who provide evidence | Selected evidence | Reflection, notes and comments |
|  Exceptional Theme I (Ex. Apathy toward Canada)      Exceptional Theme II   Exceptional Theme II   |  2 sources, namely Toronto Sun, Calgary Herald |  “There is a lack of enthusiasm about Canada day” --TS  |   |