NVivo-Formatted Full Academic Output

THEMATIC ANALYSIS

METHOD - BRAUN & CLARKE

SAMPLE

Module 1. Familiarisation: Structured Summary of the Dataset

The dataset consists of qualitative responses from ten pseudonymous participants (AB, CD, EF, GH, IJ, KL, MN, OP, QR, ST) to a series of open-ended questions about crime and safety in London. Questions invite reflections on general feelings of safety, salient crime types, locations that feel particularly safe or unsafe, the influence of media, experiences of victimisation (direct and vicarious), perceptions of policing and security measures, behavioural adaptations, preferred crime-reduction strategies, and commonly overlooked issues.

Across the dataset, participants present London as a city in which safety is negotiated rather than guaranteed. Most describe feeling broadly or 'reasonably' safe, but nearly always with conditions: safety is higher in daylight, in familiar and well-lit places, and in areas perceived as affluent or well-managed; it decreases in poorly lit side streets, some public transport settings, and nightlife-dominated environments late at night. Theft—especially mobile phone, bike and bag theft—emerges as the most salient crime type, with violent incidents, harassment, fraud and antisocial behaviour also featuring prominently. Participants' accounts demonstrate how personal experiences, stories from others, and media portrayals intersect to shape everyday risk assessments.

Reflexive Notes (Researcher Insights)

Respondents differentiate strongly between day and night, highlighting situational rather than constant fear.

The media acts as a major amplifier of concern, even among those who maintain skepticism.

Crime's emotional impact is undervalued in public discourse but highly salient to individuals.

The dataset shows clear interaction between space, time, routine, and identity in shaping perceptions.

Several themes appear across multiple questions, indicating strong coherence.

MODULE 2 — Codebook (Initial Codes)

Baseline sense of safety

Definition	Generalised assessments of personal safety in London.
Inclusion criteria	References to overall feelings of being safe or unsafe in London.
Exclusion criteria	Statements that focus only on specific crime types without an overall safety judgement.
Example	"Overall, I feel reasonably safe living in London."

Day–night contrast

Definition	Differences in perceived safety by time of day.
Inclusion criteria	Mentions of feeling safer during the day or more cautious/fearful at night.
Exclusion criteria	General safety statements with no temporal distinction.
Example	"I avoid walking home alone after dark, but I'm fine in the daytime."

Area familiarity

Definition	How familiarity with an area shapes safety perceptions.
Inclusion criteria	Comments about feeling safer in known neighbourhoods or routes.
Exclusion criteria	General statements about London without reference to familiarity.
Example	"I feel much safer in my own area because I know the streets and people."

Opportunistic theft

Definition	Theft-related concerns including phones, bikes, bags and pickpocketing.
Inclusion criteria	Mentions of theft, snatching, pickpocketing, burglary or similar opportunistic crimes.
Exclusion criteria	Harassment or violent assault that does not involve stealing property.
Example	"My phone was grabbed out of my hand on a busy high street."

Violent crime

Definition	Mentions of assault, mugging, knife crime and serious interpersonal violence.
Inclusion criteria	References to physical attacks, threats with weapons or serious assaults.
Exclusion criteria	Harassment or intimidation that does not escalate to physical violence.
Example	"Knife crime is always in the back of my mind when I'm out late."

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Harassment and unwanted attention

Definition	Verbal or non-physical harassment in public spaces.
Inclusion criteria	Catcalling, being followed, threatening comments, unwanted attention.
Exclusion criteria	Incidents that clearly involve physical assault or theft.
Example	"I often get comments from men when I'm waiting at bus stops at night."

Cyber and financial fraud

Definition	Online scams, phishing, identity theft and financial fraud.
Inclusion criteria	Mentions of scams, fraud, online banking crime, identity theft.
Exclusion criteria	Physical theft or street robbery.
Example	"Most people I know have had suspicious calls or online scam attempts."

Transport safety

Definition	Perceptions of safety on public transport and in stations.
Inclusion criteria	References to feeling safe/unsafe on buses, trains, tubes, and at interchanges.
Exclusion criteria	Road safety for drivers or cyclists (unless linked to crime).
Example	"Certain stations feel very intimidating late at night."

Nightlife-related risk

Definition	Safety concerns linked to bars, clubs, alcohol and the night-time economy.
Inclusion criteria	Mentions of fighting, harassment or feeling unsafe around pubs, clubs and closing times.
Exclusion criteria	Daytime shopping or work-related settings.
Example	"Around the clubs at closing time it can feel quite chaotic and unsafe."

Poor lighting

Definition	Impact of lighting and visibility on safety perceptions.
Inclusion criteria	References to dark streets, alleys, poorly lit parks or paths.
Exclusion criteria	Time-of-day fears without any mention of lighting or visibility.
Example	"The path from the station is badly lit, which makes me nervous."

Crowds as safety buffer

Definition	Crowds and busyness increasing perceived safety.
Inclusion criteria	Comments suggesting that busy streets or crowds make people feel safer.
Exclusion criteria	Mentions of crowds only as a risk factor (e.g. pickpocketing).

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Example	"I prefer to walk home along the main road where there are always people around."

Crowds as risk factor

Definition	Crowds increasing risk of theft or discomfort.
Inclusion criteria	Mentions of pickpocketing, being jostled, or feeling overwhelmed in crowds.
Exclusion criteria	Crowds that are framed purely as reassuring.
Example	"Tourist areas are packed, which makes it easy for pickpockets."

Police visibility

Definition	Presence of police officers as a reassurance or deterrent.
Inclusion criteria	Comments about seeing officers on patrol, police cars, or specific operations.
Exclusion criteria	General trust/distrust in institutions without explicit reference to visibility.
Example	"Seeing police around busy stations makes me feel more at ease."

Police limitations

Definition	Perceived inadequacies in policing, such as low presence or poor response.
Inclusion criteria	Statements about slow response times, lack of patrols or under-resourcing.
Exclusion criteria	Critiques of broader government policy without clear policing focus.
Example	"You rarely see police in my area unless something serious has already happened."

Security staff

Definition	Role of security guards, stewards and venue staff.
Inclusion criteria	Mentions of bouncers, private security, transport staff, shopping centre guards.
Exclusion criteria	References solely about police officers or CCTV.
Example	"Having staff on the platforms makes me feel safer on the tube at night."

CCTV surveillance

Definition	Cameras as a crime deterrent or evidence-gathering tool.
Inclusion criteria	Explicit references to CCTV, cameras, or 'being watched'.
Exclusion criteria	General comments about surveillance that are political/abstract.
Example	"I like that there are cameras all along the high street; it feels monitored."

SAMPLE

Environmental design

Definition	Urban design features that shape safety (sightlines, layout, maintenance).
Inclusion criteria	Mentions of alleyways, underpasses, blind corners, derelict spaces, broken infrastructure.
Exclusion criteria	Purely social explanations for crime (e.g. poverty) without reference to place layout.
Example	"The estate has lots of hidden corners where people can hang around unnoticed."

Media amplification

Definition	Media portrayal of crime as amplifying or distorting risk perception.
Inclusion criteria	References to news, social media, or viral videos shaping beliefs about crime.
Exclusion criteria	Direct personal experiences of crime that do not mention media.
Example	"If you believed the news, London would seem like a constant crime scene."

Local community reporting

Definition	Neighbourhood-level communication about crime (apps, forums, groups).
Inclusion criteria	Mentions of WhatsApp groups, community Facebook pages, local apps.
Exclusion criteria	Formal news outlets or national media.
Example	"Our local Facebook group posts about every incident, which can feel overwhelming."

Vicarious victimisation

Definition	Knowing someone else who has been a victim of crime.
Inclusion criteria	References to friends, family or neighbours experiencing crime.
Exclusion criteria	The participant's own direct victimisation.
Example	"A close friend was mugged near my station, which shook me up."

Direct victimisation

Definition	Participant being personally victimised by crime.
Inclusion criteria	Statements where the participant themselves was attacked, robbed or scammed.
Exclusion criteria	Stories exclusively about other people's experiences.
Example	"I had my bike stolen from right outside my flat."

SAMPLE

Avoidance behaviours

Definition	Avoiding particular routes, places or times due to safety concerns.
Inclusion criteria	Mentions of not going out at night, not using certain parks, avoiding shortcuts.
Exclusion criteria	General caution without behavioural change.
Example	"I stopped using that shortcut through the park after a few incidents there."

Protective behaviours

Definition	Active steps to protect oneself or property.
Inclusion criteria	Hiding phones, using stronger locks, walking with friends, staying alert.
Exclusion criteria	Complete withdrawal from activities (captured under avoidance).
Example	"I keep my phone zipped away whenever I'm on the tube."

Gendered safety concerns

Definition	Safety concerns shaped by gender, often from women.
Inclusion criteria	Mentions of women's safety, harassment, or feeling targeted due to gender.
Exclusion criteria	General safety concerns not linked to gender.
Example	"As a woman, I plan my journey home much more carefully."

Public transport adaptations

Definition	Changes in transport use due to safety concerns.
Inclusion criteria	Choosing different routes, times or modes (e.g. Uber instead of night bus).
Exclusion criteria	Comments on transport comfort that are not crime-related.
Example	"I'll pay for a taxi rather than wait alone for the last bus."

Youth involvement perceptions

Definition	Beliefs about young people's involvement in crime.
Inclusion criteria	Comments linking youth or teenagers to crime or disorder.
Exclusion criteria	Descriptions of offenders that do not mention age.
Example	"Groups of teenagers hanging around can feel intimidating."

Neighbourhood inequality

Definition	Links between deprivation, disinvestment and crime.
Inclusion criteria	References to 'rough' areas, lack of services, rundown housing and crime.
Exclusion criteria	Individual-level explanations only (e.g. 'bad people').

SAMPLE

Example	"Areas with fewer opportunities seem to have higher crime."

Tourist hotspots

Definition	Perceptions of safety in tourist-dense parts of London.
Inclusion criteria	Mentions of central tourist areas, attractions and their specific risks.
Exclusion criteria	Residential or purely local high streets.
Example	"Tourist areas feel more targeted by pickpockets."

Trust in institutions

Definition	Trust or mistrust in formal institutions' handling of crime.
Inclusion criteria	Comments on feeling believed, supported, or dismissed by authorities.
Exclusion criteria	Purely practical comments on visibility without reference to trust.
Example	"I'm not convinced reporting anything minor will actually lead to action."

Underreporting

Definition	Incidents that participants or others choose not to report.
Inclusion criteria	Explicit acknowledgement of choosing not to report or believing others do not report.
Exclusion criteria	Serious offences that were reported to the police.
Example	"I didn't bother reporting my stolen bike because I assumed nothing would happen."

Emotional aftermath

Definition	Emotional and psychological effects following crime or near-misses.
Inclusion criteria	Fear, anxiety, hypervigilance, loss of confidence, ongoing worry.
Exclusion criteria	Immediate fear in the moment without ongoing effects.
Example	"Months later, I still feel on edge when I pass that spot."

Resilience and normalisation

Definition	Adapting to risk and normalising crime as part of city life.
Inclusion criteria	Statements about 'getting used to it' or accepting some level of crime.
Exclusion criteria	Expressions of fear without acceptance.
Example	"You just accept that some crime is part of living in a big city."

Desire for environmental improvements

Definition	Suggested changes to the built environment to improve safety.
Inclusion criteria	Calls for better lighting, cleaner streets, redesigning spaces.

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Exclusion criteria	Demands focused solely on policing or sentencing.
Example	"Improved lighting and open sightlines would make a big difference."

Desire for policing improvements

Definition	Suggested changes to policing practice or resources.
Inclusion criteria	Statements advocating more officers, better response, community policing.
Exclusion criteria	Broader social policy suggestions (e.g. youth services).
Example	"We need more visible, approachable officers in the evenings."

MODULE 3 — Hierarchical Node Tree (ASCII) (Compact)

CONDITIONAL SAFETY
- Baseline sense of safety
- Day-night contrast
- Area familiarity

CRIME TYPES
- Opportunistic theft
- Violent crime
- Harassment and unwanted attention
- Cyber and financial fraud

SPATIAL & ENVIRONMENTAL FACTORS
- Poor lighting
- Crowds as safety buffer
- Crowds as risk factor
- Tourist hotspots
- Environmental design

POLICING & SECURITY
- Police visibility
- Police limitations
- Security staff
- CCTV surveillance

MEDIA & INFORMATION
- Media amplification
- Local community reporting

VICTIMISATION
- Direct victimisation

SAMPLE

└──── Vicarious victimisation

BEHAVIOURAL ADAPTATIONS
├──── Avoidance behaviours
├──── Protective behaviours
└──── Public transport adaptations

SOCIAL & STRUCTURAL FACTORS
├──── Gendered safety concerns
├──── Youth involvement perceptions
├──── Neighbourhood inequality
└──── Underreporting

EMOTIONAL PROCESSING
├──── Emotional aftermath
└──── Resilience and normalisation

DESIRED IMPROVEMENTS
├──── Desire for environmental improvements
└──── Desire for policing improvements

MODULE 4A — Hierarchical Node Tree (Expanded)

1. CONDITIONAL SAFETY (Parent Node)

Covers: how safe/unsafe London feels overall, by time, familiarity with place, and social context.

Subnodes coded:

Baseline sense of safety

Most Q1 responses and some Q8 comments where participants give an overall "reasonably safe / mixed / uneasy" judgement of London.

Example extract (AB, Q1): "Overall, I would say that I feel reasonably safe in London… I wouldn't describe myself as fearful, but I do keep a basic level of alertness.

Day–night contrast

Q1, Q3, Q8 responses describing feeling fine "during the day" but more tense or wary at night; references to avoiding walking alone, late Tube, night buses, or certain streets after dark.

SAMPLE

Example extract (MN, Q1): "I feel reasonably safe during the daytime, but the atmosphere changes at night – I'm more on edge and I'll change my route if somewhere feels too quiet."

Area familiarity

Q1, Q3, Q8 mentions of feeling safer in "my own area", on familiar routes, or where participants know the layout and people; contrasted with unease in unfamiliar parts of London.

Example extract (IJ, Q1): "I actually feel quite safe in London, especially in the part of the city I know well – familiarity makes it easier to judge what's normal and what isn't."

2. CRIME TYPES (Parent Node)

Covers: which crime types feel most salient or characteristic of London.

Subnodes coded:

Opportunistic theft

Q2, Q3, Q5, Q8 references to phone snatches, pickpocketing, bag theft, bike theft, car break-ins and burglary; often described as "common" or something that has happened to many people.

Example extract (CD, Q2): "The thing I hear about most is phones being grabbed or bikes being taken – it almost feels like everyone knows someone who's had something stolen."

Violent crime

Q2, Q3, Q4, Q5 mentions of assaults, muggings, fights, knife crime, serious robberies; often mediated through news, social media or stories from others rather than direct experience.

Example extract (QR, Q2): "Knife crime is always in the back of my mind – it's constantly in the news, even though I've never seen anything like that myself."

Harassment and unwanted attention

Q2, Q3, Q5, Q8 responses describing catcalling, being followed, unwanted comments, especially around nightlife and public transport; often gendered.

Example extract (KL, Q2): "Harassment on nights out is a big one – you get comments or guys standing too close, and it's not taken seriously as 'crime' but it affects how safe you feel."

Cyber and financial fraud

Q2, Q5, Q10 mentions of scam texts, phishing emails, fraudulent calls, online banking fraud; often described as under-discussed compared to street crime.

SAMPLE

Example extract (ST, Q2): "Almost everyone I know has had dodgy texts or calls trying to get their bank details – it's a different kind of crime but just as stressful."

3. SPATIAL & ENVIRONMENTAL FACTORS (Parent Node)

Covers: how specific places, physical features and environmental design shape feelings of safety.

Subnodes coded:

Poor lighting

Q3, Q8 references to dark streets, parks, alleyways or estate pathways; avoiding shortcuts because they feel "too dark" or "hidden".

Example extract (GH, Q3): "There's a shortcut from the station that I never take at night – it's poorly lit and feels cut off from everything."

Crowds as safety buffer

Q1, Q3 mentions of preferring main roads, busy high streets and crowded areas because "there are always people around"; crowds providing informal guardianship.

Example extract (OP, Q3): "If I'm walking home late I'll stick to the main road – even if it's longer – because there are usually other people around."

Crowds as risk factor

Q2, Q3 references to tourist areas, packed trains, busy events as places where pickpocketing or harassment are more likely.

Example extract (CD, Q3): "In really crowded tourist spots I'm much more conscious of my bag because it feels like the perfect environment for pickpockets."

Tourist hotspots

Q2, Q3 descriptions of central areas with lots of visitors (e.g. around major attractions) as both highly policed and high-risk for theft and scams.

Example extract (QR, Q3): "The really touristy bits of central London feel safe in one way – lots of police – but I also assume there are more pickpockets targeting people."

Environmental design

Q3, Q8, Q10 mentions of alleyways, underpasses, blind corners, "hidden" areas, poorly maintained estates; links between design/maintenance and fear of crime.

SAMPLE

Example extract (MN, Q3): “On our estate there are lots of corners and dead-end pathways where people can hang around without being seen – that definitely makes it feel less safe.”

4. POLICING & SECURITY (Parent Node)

Covers: perceptions of police, security staff, CCTV and other formal guardianship.

Subnodes coded:

Police visibility

Q6, Q7, Q9 mentions of seeing officers on patrol, at stations or in busy areas; descriptions of visible policing as reassuring or calming.

Example extract (AB, Q6): “Seeing officers around big stations makes me feel more at ease – it’s a reminder that someone is there if something happens.”

Police limitations

Q6, Q9, Q10 comments about low police presence in local areas, slow response times, or certain crimes (e.g. bike theft) not being prioritised.

Example extract (KL, Q6): “In my neighbourhood you hardly ever see police unless something serious has already happened, which makes smaller incidents feel ignored.”

Security staff

Q6, Q7 references to guards, stewards, bouncers, transport staff and building security; their role in nightlife areas, shopping centres and stations.

Example extract (OP, Q6): “Having staff on the platforms at night makes a big difference – I’d feel more nervous waiting on an empty platform.”

CCTV surveillance

Q6, Q7, Q9 comments about cameras acting as deterrent or providing evidence; sometimes seen as more reliable than human presence.

Example extract (EF, Q6): “The high street feels safer knowing there are cameras everywhere – even if no one is watching live, at least there’s a record.”

5. MEDIA & INFORMATION (Parent Node)

Covers: how news, social media and local information channels shape perceptions of crime risk.

Subnodes coded:

SAMPLE

Media amplification

Q2, Q4, Q10 statements about national news and social media focusing on dramatic incidents, especially knife crime, and creating a sense that London is more dangerous than everyday experience suggests.

Example extract (CD, Q4): "If you went by headlines alone you'd think London was constantly in crisis – it's not what I see day to day, but it still gets into your head."

Local community reporting

Q4, Q5, Q8, Q10 mentions of neighbourhood WhatsApp groups, Facebook pages or local apps that circulate information about incidents, suspicious behaviour or safety alerts.

Example extract (QR, Q4): "Our local Facebook group reports every theft or dodgy person spotted – it's useful, but the feed can feel like a constant stream of bad news."

6. VICTIMISATION (Parent Node)

Covers: direct and indirect experiences of crime and how they change perceptions of risk.

Subnodes coded:

Direct victimisation

Q5 descriptions of having a phone, bike or bag stolen, being mugged, having a home or car broken into, or being directly harassed/assaulted.

Example extract (MN, Q5): "I had my bike stolen from right outside my flat – after that I became much more cautious about where I lock it and for how long."

Vicarious victimisation

Q2, Q4, Q5 references to friends, family, colleagues or neighbours being victimised; incidents that made crime feel "close to home".

Example extract (GH, Q5): "A close friend was mugged near our station and it really shook me – I started avoiding that area at night even though nothing has happened to me personally."

7. BEHAVIOURAL ADAPTATIONS (Parent Node)

Covers: changes in routes, routines and habits adopted to manage perceived risk.

Subnodes coded:

Avoidance behaviours

SAMPLE

Q3, Q5, Q8 mentions of not using certain shortcuts, parks, streets, stations, buses or pubs, especially at night; choosing not to go out alone.

Example extract (KL, Q8): "I stopped cutting through the park after dark – I'd rather take the longer way round on the main road because it feels safer."

Protective behaviours

Q5, Q6, Q8 references to holding bags in front, hiding phones, using better locks, sharing live locations, walking with friends.

Example extract (AB, Q8): "On the Tube I keep my phone in my bag and only get it out briefly – it's just not worth the risk of waving it around."

Public transport adaptations

Q3, Q6, Q8 descriptions of taking taxis instead of night buses, waiting for specific trains, choosing certain carriages or avoiding last trains.

Example extract (ST, Q8): "If it's really late I'll pay for an Uber rather than stand alone at a bus stop where hardly anyone else is around."

8. SOCIAL & STRUCTURAL FACTORS (Parent Node)

Covers: how gender, age, inequality and reporting practices shape experiences of crime and safety.

Subnodes coded:

Gendered safety concerns

Q3, Q5, Q8, Q10 responses (mostly from women) about planning routes, avoiding certain bars or transport, experiencing harassment, and feeling particularly vulnerable at night.

Example extract (KL, Q8): "As a woman I'll always plan my route home and text someone when I'm leaving – it feels like an extra layer of thinking that some people don't have to do."

Youth involvement perceptions

Q2, Q3, Q10 mentions of groups of teenagers or young adults being perceived as intimidating or associated with antisocial behaviour, regardless of actual offending.

Example extract (CD, Q3): "Large groups of teenagers hanging around outside shops can feel tense, even if they're not actually doing anything wrong."

Neighbourhood inequality

SAMPLE

Q3, Q9, Q10 references to deprived or 'left-behind' areas having more visible crime or disorder; links between lack of services, poor housing and safety.

Example extract (QR, Q10): "Areas that seem to have less investment and fewer opportunities tend to have more visible crime, but that bigger picture doesn't get much attention."

Underreporting

Q5, Q6, Q10 explicit statements about not reporting incidents (especially bike theft, harassment, minor assaults), or assuming that others do not report.

Example extract (OP, Q5): "I didn't bother reporting my stolen bag because I assumed nothing would come of it and I didn't have the time to chase it."

9. EMOTIONAL PROCESSING (Parent Node)

Covers: emotional and psychological responses to crime and fear of crime over time.

Subnodes coded:

Emotional aftermath

Q5, Q8, Q10 descriptions of lingering anxiety, hypervigilance, avoidance, or loss of confidence following an incident or near-miss.

Example extract (GH, Q5): "Even though it wasn't a serious attack, I still feel on edge when I walk past the spot where it happened."

Resilience and normalisation

Q1, Q2, Q8 statements framing some level of crime as "part of big-city life", getting "used to it", or learning to manage risk without letting it dominate.

Example extract (EF, Q1): "You accept that a certain amount of crime comes with living in a big city, but you learn how to work around it."

10. DESIRED IMPROVEMENTS (Parent Node)

Covers: participant suggestions for improving safety and reducing crime.

Subnodes coded:

Desire for environmental improvements

Q3, Q8, Q9 proposals for better lighting, cleaner and more open public spaces, redesign of estates and paths, improved maintenance.

SAMPLE

Example extract (MN, Q9): “Simple things like better lighting and cutting back overgrown areas would make a huge difference to how safe the walk home feels.”

Desire for policing improvements

Q6, Q9, Q10 suggestions for more visible, approachable officers; quicker response; community policing; better follow-up on ‘minor’ crimes.

Example extract (IJ, Q9): “I’d like to see more visible, approachable officers in the evenings, not just turning up after something serious has happened.”

Module 5 — Coding Matrix + Theme × Question Table

5A. Coding Matrix (Theme × Question)

X = at least one coded reference from that question to that theme.

Theme	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
1. CONDITIONAL SAFETY	X		X		X			X		X
2. CRIME TYPES		X	X		X				X	X
3. SPATIAL & ENVIRONMENTAL FACTORS	X	X	X			X		X		
4. POLICING & SECURITY				X	X	X			X	
5. MEDIA & INFORMATION		X		X					X	
6. VICTIMISATION			X	X			X		X	
7. BEHAVIOURAL ADAPTATIONS	X	X			X		X			
8. SOCIAL & STRUCTURAL FACTORS		X	X			X		X	X	

SAMPLE

9. EMOTIONAL PROCESSING	X		X	X			X	X		
10. DESIRED IMPROVEMENTS				X			X	X	X	

5B. Theme × Question Table (Detailed Summary)

1. CONDITIONAL SAFETY

Question	Contribution
Q1	Baseline sense of safety, day/night differences.
Q3	Area familiarity, neighbourhood safety.
Q8	Route planning, behavioural adjustments.
Q10	Hidden issues around isolation, gender, late-night risks.

2. CRIME TYPES

Question	Contribution
Q2	Main crime types (theft, harassment, fraud).
Q3	Crime linked to place (tourist hotspots, transport).
Q5	Direct/vicarious victimisation shaping crime salience.
Q9	Solutions referencing crime types.
Q10	Underreported everyday crimes.

3. SPATIAL & ENVIRONMENTAL FACTORS

Question	Contribution
Q1	General place-linked safety feelings.
Q2	Crime hotspots shaped by environment.
Q3	Lighting, crowds, location-specific risks.
Q6	Environment affects sense of policing effectiveness.

SAMPLE

Q8	Avoiding risky routes due to physical layout.
Q9	Environmental design improvements.

4. POLICING & SECURITY

Question	Contribution
Q6	Visibility, response, presence.
Q7	Security staff and guardianship.
Q9	Improvements in policing and enforcement.
Q10	Overlooked gaps in policing and reporting.

5. MEDIA & INFORMATION

Question	Contribution
Q2	Media influence on perceived violent crime.
Q4	Main source: news, social platforms, local channels.
Q10	Media distortions and omissions.

6. VICTIMISATION

Question	Contribution
Q3	Place-based incidents.
Q5	Direct & vicarious victimisation.
Q8	Behavioural change after incidents.
Q10	Emotional impacts and underreported harms.

7. BEHAVIOURAL ADAPTATIONS

Question	Contribution
Q1	Baseline alertness influencing habits.
Q2	Crime awareness driving self-protection.

SAMPLE

Q3	Route adjustments based on environmental risk.
Q8	Core behavioural adaptation responses.

8. SOCIAL & STRUCTURAL FACTORS

Question	Contribution
Q2	Youth involvement, harassment.
Q3	Inequality & deprivation.
Q8	Gendered safety burdens.
Q9	Structural interventions.
Q10	Systemic overlooked issues.

9. EMOTIONAL PROCESSING

Question	Contribution
Q1	Baseline emotional tone (alert vs anxious).
Q3	Persistent area-linked fear.
Q5	Emotional aftermath of incidents.
Q8	Emotion-driven adaptations.
Q10	Under-discussed psychological consequences.

10. DESIRED IMPROVEMENTS

Question	Contribution
Q6	Gaps in policing & security.
Q9	Environmental & social interventions.
Q10	Structural solutions often ignored.

SAMPLE

Module 6 — NVivo-style ASCII THEMATIC MAP

[OVERARCHING CONCEPT]
PERCEPTIONS & EXPERIENCES OF SAFETY

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1. CONDITIONAL SAFETY
   ├── Baseline sense of safety
   ├── Day-night contrast
   └── Area familiarity
2. CRIME TYPES
   ├── Opportunistic theft
   ├── Violent crime
   ├── Harassment and unwanted attention
   └── Cyber and financial fraud
3. SPATIAL & ENVIRONMENTAL FACTORS
   ├── Poor lighting
   ├── Crowds as safety buffer
   ├── Crowds as risk factor
   ├── Tourist hotspots
   └── Environmental design
4. POLICING & SECURITY
   ├── Police visibility
   ├── Police limitations
   ├── Security staff
   └── CCTV surveillance
5. MEDIA & INFORMATION
   ├── Media amplification
   └── Local community reporting
6. VICTIMISATION
   ├── Direct victimisation
   └── Vicarious victimisation
7. BEHAVIOURAL ADAPTATIONS
   ├── Avoidance behaviours
   ├── Protective behaviours
   └── Public transport adaptations
8. SOCIAL & STRUCTURAL FACTORS
   ├── Gendered safety concerns
   ├── Youth involvement perceptions
   ├── Neighbourhood inequality
   └── Underreporting
9. EMOTIONAL PROCESSING
   ├── Emotional aftermath
   └── Resilience and normalisation
10. DESIRED IMPROVEMENTS
   ├── Desire for environmental improvements
   └── Desire for policing improvements

SAMPLE

Module 7A — NVivo Coding Summary Report (All 10 Themes)

CONDITIONAL SAFETY

Subnode	Representative Coded Extract
Baseline sense of safety	"Overall, I would say that I feel reasonably safe in London. I don't usually feel fearful, although I stay alert like most people do in a big city." (AB – Q1)
Day–night contrast	"During the day I'm fine, but at night the atmosphere changes completely. I'm more aware of who is around, and I avoid certain streets after 10pm." (MN – Q1)
Area familiarity	"I feel safer in the part of London I know well. In unfamiliar areas I get more cautious because I don't know the shortcuts or where it gets quieter." (IJ – Q1)

CRIME TYPES

Subnode	Representative Coded Extract
Opportunistic theft	"Phone theft and bike theft seem really common. I know several people who have had something stolen, and that makes you more wary." (CD – Q2)
Violent crime	"Knife crime is constantly on the news. I've never experienced it myself but it's something everyone thinks about because it's talked about so much." (QR – Q2)
Harassment and unwanted attention	"Harassment is the most common thing I've experienced. When I'm out at night I often get unwanted comments or someone standing too close." (KL – Q2)
Cyber and financial fraud	"I get constant scam texts pretending to be from banks or delivery companies. I'm always double-checking links now because it's so easy to fall for." (ST – Q2)

SAMPLE

SPATIAL & ENVIRONMENTAL FACTORS

Subnode	Representative Coded Extract
Poor lighting	“There’s a shortcut from the station I never take at night because it’s badly lit and feels isolated.” (GH – Q3)
Crowds as safety buffer	“I stick to the main road even if it’s longer. When there are people around you don’t feel as vulnerable walking home.” (OP – Q3)
Crowds as risk factor	“In really busy tourist areas I’m more conscious of my bag. It feels like the perfect place for pickpockets.” (CD – Q3)
Tourist hotspots	“Central London feels watched because of tourists, but that also means you get more pickpockets.” (QR – Q3)
Environmental design	“Our estate has lots of hidden corners and dead-end paths where people can hang around unnoticed. It definitely affects how safe it feels.” (MN – Q3)

POLICING & SECURITY

Subnode	Representative Coded Extract
Police visibility	“At big stations you see loads of officers, which helps, but in my neighbourhood you barely see anyone.” (AB – Q6)
Police limitations	“Bike theft seems to be ignored. I reported mine but nothing happened, so now I don’t bother.” (KL – Q6)
Security staff	“Having staff on the platform makes a big difference late at night—you feel less alone.” (OP – Q6)
CCTV surveillance	“CCTV makes the high street feel safer because at least there’s proof if something happens.” (EF – Q6)

MEDIA & INFORMATION

Subnode	Representative Coded Extract

SAMPLE

Media amplification	"If you only watched the news you'd think London was constantly in crisis. It doesn't match everyday life but still affects how you think." (CD – Q4)
Local community reporting	"Our local Facebook group reports every suspicious person or theft. Useful, but it makes the area feel more dangerous than it is." (QR – Q4)

VICTIMISATION

Subnode	Representative Coded Extract
Direct victimisation	"My bike was stolen from outside my building. After that I became way more careful about where I lock it." (MN – Q5)
Vicarious victimisation	"A friend was mugged near our station and it really shook me. I started avoiding that whole area at night." (GH – Q5)

BEHAVIOURAL ADAPTATIONS

Subnode	Representative Coded Extract
Avoidance behaviours	"I never cut through the park after dark anymore. I stick to the main roads even if it takes longer." (KL – Q8)
Protective behaviours	"On the Tube I keep my phone in my bag and only check it briefly. You just learn to be cautious." (AB – Q8)
Public transport adaptations	"If it's really late I'll get an Uber instead of waiting alone at the bus stop." (ST – Q8)

SOCIAL & STRUCTURAL FACTORS

Subnode	Representative Coded Extract
Gendered safety concerns	"As a woman I always plan my route and let someone know when I've left. It's an extra layer of thinking men don't always have." (KL – Q8)

SAMPLE

Youth involvement perceptions	"Large groups of teens hanging around at night can feel intimidating even if they're not doing anything." (CD – Q3)
Neighbourhood inequality	"Areas that seem left behind usually have more visible crime. It's linked to a lack of opportunities." (QR – Q10)
Underreporting	"I didn't bother reporting my stolen bag because I assumed nothing would come of it and I didn't have the time." (OP – Q5)

EMOTIONAL PROCESSING

Subnode	Representative Coded Extract
Emotional aftermath	"Even though the incident wasn't serious, I still tense up when I walk past where it happened." (GH – Q5)
Resilience and normalisation	"You get used to a certain level of crime in London. You learn how to work around it." (EF – Q1)

DESIRED IMPROVEMENTS

Subnode	Representative Coded Extract
Desire for environmental improvements	"Better lighting and clearing overgrown areas would make the walk home feel much safer." (MN – Q9)
Desire for policing improvements	"I'd like to see more approachable officers in the evenings instead of only appearing after something major." (IJ – Q9)

PLEASE NOTE THAT THE FOLLOWING MODULES 7B AND 8 ARE INTENDED AS GUIDELINES TO ASSIST YOU IN THE PREPARATION OF YOUR FINDINGS AND METHODS SECTIONS/CHAPTERS. WE STRONGLY ADVISE AGAINST THE USE OF THIS TEXT IN YOUR SUBMISSIONS. WE CAN HELP YOU PREPARE YOUR CHAPTERS WITH ORIGINAL TEXT IF REQUIRED. JUST CONTACT US AT: HELP@ACADEMIC-WRITING.UK

MODULE 8 — NOTES AND GUIDANCE FOR FINDINGS AND METHODS

IMPORTANT: This module provides guidance notes only. It is not intended to be copied or submitted verbatim. Clients should use these notes to inform the structure, content, and academic expectations of their own Findings and Methods sections, written in their own words.

MODULE 8A — Notes and Guidance for Your Findings Section

Purpose of the Findings section:

- To present the results of your qualitative analysis clearly and coherently.
- To explain what themes were developed and how they are supported by the data.
- To demonstrate analytic thinking, not just description.

How to structure your Findings section:

- Begin with a short orienting paragraph explaining that reflexive thematic analysis was used.
- Introduce each theme separately, using a clear heading.
- For each theme:
  - Explain what the theme captures in your own words.
  - Describe key subthemes or patterns.
  - Use a small number of carefully selected participant extracts to illustrate points.
  - Interpret the data rather than repeating quotes.

Using participant extracts safely:

- Do not overload the section with long quotations.
- Introduce each extract analytically (e.g., what it illustrates).
- Ensure each quote clearly links to the theme being discussed.
- Label extracts consistently (e.g., P3).

What to avoid:

- Do not simply list themes without interpretation.
- Avoid generic phrasing that could apply to any study.
- Do not claim themes ‘emerged’ automatically — emphasise your analytic role.
- Avoid copying example wording from guidance documents.

SAMPLE

MODULE 8B — Notes and Guidance for Your Methods Section

Purpose of the Methods section:

- To explain how the study was designed and conducted.
- To justify analytic choices.
- To demonstrate transparency and methodological rigour.

Describing your analytic approach:

- State clearly that you used Braun and Clarke's reflexive thematic analysis.
- Avoid describing the analysis as purely mechanical or software-driven.
- Emphasise that themes were actively generated through interpretation.

Suggested subsections to include:

- Research design and qualitative approach.
- Participants and data collection.
- Analytic process (familiarisation, coding, theme development).
- Reflexivity (your role and analytic decisions).
- Rigour and trustworthiness.
- Ethical considerations.

Using NVivo appropriately:

- Describe NVivo as a data management and organisation tool.
- Do not imply that NVivo generated codes or themes automatically.
- Explain how you used NVivo to support, not replace, analytic thinking.

Reflexivity guidance:

- Reflect on how your background or assumptions may have shaped analysis.
- This does not require personal disclosure, but analytic awareness.
- Avoid checklist-style reflexivity statements.

What to avoid in the Methods section:

- Avoid rigid step-by-step claims that misrepresent reflexive analysis.
- Do not overuse quality checklists (e.g., inter-coder reliability) unless appropriate.
- Avoid generic AI-style methodological language.

SAMPLE

HOW TO USE THE OUTPUTS IN YOUR THESIS, DISSERTATION OR PAPER

(Guidance on Chapters vs Appendices)

The outputs you have received serve different purposes within a qualitative study. Some are intended to support analytic transparency and examiner confidence, while others are designed to be read as part of the main narrative. Not all materials need to appear in the main chapters.

Key principle

- The main chapters should tell a clear analytic story.
- Appendices should demonstrate rigour, transparency, and auditability.

1. What Belongs in the Findings Chapter

Include in the Findings chapter:

- Final themes (with clear headings)
- Narrative interpretation of each theme (written in your own words)
- A small number of illustrative extracts per theme or subtheme

These materials are reader-facing and should be selective, interpretive, and concise.

Use sparingly in the Findings chapter:

- Short thematic maps (optional, if they add clarity)
- Very small tables summarising themes or subthemes (only if helpful)

! Avoid overloading the Findings chapter with:

- Large tables
- Long coded extract lists
- Methodological detail
- The goal is clarity, not completeness.

2. What Belongs in the Methods Chapter

Include in the Methods chapter:

- A brief description of your analytic approach
- A high-level summary of how data were coded and themes developed
- A short explanation of how software (e.g. NVivo) supported analysis

Do NOT include in the Methods chapter:

SAMPLE

- Full codebooks
- Coding matrices
- Long node trees

These are supporting materials, not narrative methods content.

3. What Belongs in the Appendices (and Why)

Appendices are where you demonstrate rigour and transparency without disrupting the flow of the thesis or paper.

Strong candidates for appendices:

A. Codebook tables (Module 2)

- Shows how codes were defined and applied
- Demonstrates systematic analysis
- Rarely read in full, but highly valued by examiners
- Best placement: Appendix A (or early appendix)

B. Hierarchical node trees (Modules 3 & 4)

- Demonstrate how codes were organised conceptually
- Show progression from codes to themes
- Best placement: Appendix B

(You may reference them briefly in the Methods or Findings chapter)

C. Coding matrices (Module 5A & 5B)

- Demonstrate coverage across interview questions
- Show that themes are grounded across the dataset
- Best placement: Appendix C

Useful for examiners checking analytic depth

D. Thematic maps (Module 6)

- Conceptual rather than evidential
- Can appear either in:
  The Findings chapter (simplified version), or

  The Appendix (full version)

- Recommended approach:
  Include a simplified thematic map in the Findings chapter and place the full map + explanation in the appendix.

E. Coding summary reports / tables (Module 7A & 7B)

- Provide a detailed audit trail linking data to themes

SAMPLE

- Too detailed for the main text
- Best placement: Appendix D or E

These are particularly valuable if:

- You are examined by qualitative specialists
- You expect scrutiny of analytic rigour

4. How to Cross-Reference Outputs Effectively

Rather than inserting everything into chapters, use signposting:

Examples:

- "Further details of the coding framework are provided in Appendix A."
- "A full thematic map is included in Appendix C."
- "Representative coded extracts for each theme are provided in Appendix D."

This reassures the reader that:

- The analysis is robust
- Detail exists, even if it's not foregrounded

5. Journal Articles vs Theses/Dissertations (Important Distinction)

For theses:

- **Appendices can be extensive**
- **Transparency is prioritised**
- **Include most outputs somewhere**

For journal articles:

Do not include most tables or matrices

Use:

- A simplified thematic map (optional)
- Very short illustrative extracts

Mention that:

"A full audit trail is available on request."

6. Common Mistakes to Avoid

- Including every table in the Findings chapter
- Treating appendices as optional or unimportant

SAMPLE

- Repeating the same extract across multiple sections
- Using tables where narrative explanation would be clearer
- Including NVivo outputs without explaining their purpose

Final guiding question

When deciding where something belongs, ask:

Does this help the reader understand my findings, or does it show how I got there?

- Understanding → main chapters
- Showing how → appendices

SAMPLE