Figure 2. The grounded theory process

1. Background literature
2. Research aim and questions
3. Recruitment and data collection
4. Listening to interview recording and checking/reading transcripts
5. Initial coding of transcripts
6. Memos raising codes to tentative categories
7. Focused coding and advanced memos refining conceptual categories
8. Theoretical concepts
9. Sorting/integrating memos
10. Theoretical sampling as required