QUALITATIVE DATA ANALYSIS

LO- TO HIGH-TECH OPTIONS

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Overview

- What is qualitative data analysis?
- What are the tech solutions to analyzing qualitative data?
Qualitative data analysis is the rigorous process of selecting qualitatively distinct data, articulating the qualitative meaning ascribed to those units, and commenting on the qualitative similarities and differences noted between and among these distinct units of data.
The goal of qualitative data analysis can be to describe, explain, and/or interpreting qualitative patterns in terms of words, numbers, matrices, pictures, sounds, or other forms of representation.
Data Management Tasks

- Generating Data
- Collecting Data
- Processing Data
- Analyzing Data
  - Coding
  - Memoing
  - Displaying
  - Extracting
  - Searching
- Presenting Results
- Quality Control
“Assisted” is the key word – the researcher conducts the analysis with assistance from the software application.

Software applications can help the researcher manage data generation, collection, processing, analysis, and visualization more efficiently.

Search and pattern exploration via software applications can help the researcher consider previously unconsidered relationships in the data.
Blurring Distinctions

- Field and Lab
- Data Collection and Data Analysis
- Researcher and Participant
Choices

- Platform: Phone, Tablet, Laptop, Desktop, & Cloud
- Free, Fee, and “Freemium”
- Do-It-Yourself (DIY), Consultative, Outsourced
Tech Choices

- **No-tech** – do it by utilizing pencils, pens, paper, post-it notes, highlighters, magic markers, walls, floors, tabletops, string, and thumbtacks.

- **Lo-tech** – do it by utilizing basic, general usage software such as Microsoft Office or Google Drive (Google Docs).

- **High-tech** - do it by utilizing specialized software applications such as NVivo, Atlas.ti, QDA Miner, or Dedoose.
Software Applications

- Replicate “manual” approaches
  - Electronic versions of “hard” copies

- Undertake “impractical” approaches
  - Electronically search huge documents

- Develop and execute “software specific” approaches
  - Search for latent patterns among coded text units

(Woods, Macklin, & Lewis, 2013)
Manual Approach
(Groth, 2011)
Manual Approach
(Groth, 2011)
Manual Approach

(Groth, 2011)
Microsoft Office

- Word
  - Tables
  - Review Tools
  - Find
  - Hyperlinks
  - SmartArt
- Excel
- OneNote
- PowerPoint
Open and Axial Coding of Case 30:

[Month]/07 Client came in with anxiety and stress related to her boyfriend moving away to another city, her impending licensure exam for social work & her moving in with her boyfriend in the end of August.

Comment [RC1]: Clinical Problem (Types): The therapist noted the client reported seeking therapy because she shared having two types of problems: Anxiety and Stress. [Reasons for coming to therapy (Problems)]

Comment [RC2]: Reasons for Clinical Problem (Interpersonal and Professional): The therapist noted the client reported her clinical problems were Interpersonal (i.e., related to her boyfriend moving to another city and her moving in with him in August) and Professional (i.e., an impending licensure exam for social work career). [Reasons for coming to therapy (Problems)]
<table>
<thead>
<tr>
<th>Worldview</th>
<th>Comments</th>
<th>SFBT Intervention</th>
<th>Comments</th>
<th>Theory</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>042: Leslie</strong> Which is really our problem, a part of our problem...(crosstalk)</td>
<td>Leslie’s Worldview: Leslie sees Bill as the source of the problems in what he does and does not do.</td>
<td>135: Insoo Kim Berg - needs to happen, as a result of you being here today? So that you can say, sort of, ah, looking back at this time. Oh, let's say three months from now? Six months from now? When You look back at this period in your life, so you can say to yourselves, “That was a good idea that we went and talked to Insoo. That was helpful. What used to happen...(crosstalk)&quot;</td>
<td>Goal Negotiation</td>
<td>Bill and Leslie’s Worlview remains constant.</td>
</tr>
<tr>
<td><strong>043: Insoo Kim Berg</strong> Right.</td>
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<td><strong>044: Leslie</strong> ...because, uhm, I know that you have to spend time at work. He spends an awful lot of time at the house... (crosstalk)</td>
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<td><strong>045: Insoo Kim Berg</strong> Right.</td>
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Data Visualization with Microsoft Office SmartArt

- Relational World View
- SFBT
- Cycles
- Re-cycles
- Circular Questions
Hi-Tech
Qualitative Data Analysis Software Choices

New and Emerging Mobile and Cloud Resources

http://www.nova.edu/ssss/QR/apps.html

The Qualitative Report
A weekly online journal dedicated to qualitative research since 1990
ISSN 1052-0147

Mobile and Cloud Qualitative Research Apps

MAXQDA Mobile App
Import photos, videos, text documents, and audio via Dropbox to your desktop MAXQDA.
Web Site

Springpad
Create Springpads with things you find on the web or on the go: clip an article, snap a photo, scan a product barcode, record a voice memo, or save a place nearby; and then access it anytime, anywhere.
Web Site

Simplenote
Keep notes, lists, ideas, and more on the web, your mobile device, and your computer; and find notes quickly with instant searching and simple tags.
Web Site

OneNote Mobile
Take new notes with text, pictures, and bulleted including audio notes and open existing OneNote notebooks on mobile devices; and then keep notes in sync using Microsoft SkyDrive® online storage to access, edit and manage notes from your PC or almost any web browser.
Web Site
Key Features of Evernote

- Create text, web-clips and PDF notes
- Auto-synchronize notes among every computer and phone you use
- Make printed and handwritten text within images searchable
- Share your notebooks with friends and colleagues
Evernote Applications

- Create meeting and field notes
- Save webpages for later access, even offline
- Capture ideas and design inspiration
- Find notes made on your phone
- Search through photos of whiteboards
User Experience
dScout
Key Features of dScout

- Start with your question
- Design and launch your mission
- Invite your scouts
- Scouts submit snippets (like tweets – pictures, titles, geo and time stamped, answers to your questions)
- Analyze snippets as they are posted
dScout Applications

- Brands
- Users
- Designs
- Organizations
User Experience
dScout
https://dscoutapp.com/
Data Analysis Dedoose
Key Features of Dedoose

- Analyze text, video, and spreadsheet data (analyzing qualitative, quantitative, and mixed methods research)
- Analyze qualitative and mixed methods research data from various research approaches when conducting surveys and interviews
- Web-based – no software to download, install, or maintain on your computer
Dedoose Applications

- Excerpting sections of data for memoing, coding, and numbered
- Create multiple descriptor sets and dynamic code trees within a single project
- Data visualization, filtering, and analysis
- Transparency for collaborative teamwork
Data Visualization
Many Eyes

many eyes beta
for shared visualization and discovery
Key Features of Many Eyes

- View, discuss, and create variety of interactive data visualizations from Many Eyes data sets
- Upload your own data and create your own visualizations
- Join active data visualization community
Many Eyes Applications

- Visualize your own data
- Create your own topic center
- Get feedback from the Many Eyes community
- Create your own data visualization blog
- Embed Many Eyes visualizations on your own web site
Data Visualization
Many Eyes

http://www-958.ibm.com/software/data/cognos/manyeyes/
Key Features of Dropbox

- Save your files from any location with Dropbox app
- Work online and offline
- Share files with your team
- Free start-up and add more memory with referrals
- Security and encryption
Dropbox Applications

- Create work team
- Share files
- Collaborate on projects
- Sync your files
- Backup your website
Data Storage and Sharing Dropbox

https://www.dropbox.com/
CAQDAS Resources

- Active Online Community
- Up-to-date Objective Reviews of Qualitative Data Analysis Software Applications
- Bibliographies of published research utilizing software applications
- Online trainings and workshops
Resources

ONLINE QDA
Learning Qualitative Data Analysis on the Web
Online QDA Resources

- Extensive Glossaries, Guides, and Directories
- Tutorials
- Hyperlinks to Web-Based Resources
- Online Trainings and Workshops
References


CAQDAS Networking Project: http://www.surrey.ac.uk/sociology/research/researchcentres/caqdas/

Online QDA: http://onlineqda.hud.ac.uk/index.php

The Qualitative Report: http://www.nova.edu/ssss/QR/

Graduate Certificate in Qualitative Research http://www.nova.edu/ssss/QR/

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Ronald J. Chenail, PhD, is Professor of Family Therapy in the School of Humanities and Social Sciences at Nova Southeastern University in Fort Lauderdale, Florida. From 2005 to 2011, he was the Editor-in-Chief of the Journal of Marital and Family Therapy, the flagship research journal of the American Association for Marriage and Family Therapy. Since 1990, he is also the founding Editor-in-Chief of The Qualitative Report, the world's first online, open access, transdisciplinary journal dedicated to qualitative research. He may be contacted at ron@nova.edu