

Bridging qualitative and quantitative methods for social sciences using text mining techniques

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- To establish high quality service provision for the UK academic community
 - establish a framework to enable a quality service
 - identify the ‘best of breed’ TM tools
 - customise tools in cooperation with partners and users
 - make tools available via web portal

Objectives of this ASW

- Fact finding:
 - how existing and upcoming text mining technology can help qualitative and quantitative research methods in social sciences
- Agenda setting:
 - merging approaches and technology
 - enhancing & complementing existing approaches
 - Currently taking a qualitative approach to qualitative data, CAQDAS software
 - Content analysis tools (quantitative analysis)

The role of text

- We are inundated with huge amounts of data
 - Unstructured information (text)
 - Different text types, genres, domains..
 - Semi-structured information (XML + text)
 - Structured information (databases)
- We need to make sense of data
- We need to manage information and knowledge effectively

Programme

- Computer assisted qualitative data analysis
- Sharing and exploiting digital qualitative data
- Computer assisted content analysis
- Sentiment analysis
- Author identification
- Term management, annotation and information extraction

Goals

- Understand aims from different communities
- Identify common goals
- Share ideas, tools and technology
- Enhance functionality of existing tools
 - Caveat: “terminology” might differ

Acknowledgment

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Enjoy the workshop!