



The CAQDAS Networking Project

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Computer Assisted Qualitative Data Analysis

Origins of the CAQDAS Networking Project

- ◆ 1989 Methods Conference : world first to focus on qualitative software
- ◆ 1994-2008- miscellaneous pots of ESRC money, ESRC Research Methods and next RDI

This presentation.....

- ◆ What sort of approach to analysis
- ◆ Key criteria of software
- ◆ What does the software look like?
- ◆ How do we support users and potential users
- ◆ How software has changed -
- ◆ Can we/will we mix/combine methods?

Qualitative data : types of data? not large data sets ?

- ◆ Field notes
- ◆ Summaries
- ◆ Abstracts
- ◆ Interview transcripts
- ◆ Survey - open ended question data
- ◆ Discourse: news-political
- ◆ Bibliographic - lists
- ◆ Video
- ◆ Film
- ◆ Tapes: oral history
- ◆ Handwritten letters
- ◆ Handwritten diaries
- ◆ Paintings
- ◆ Photography
- ◆ and the rest

Criteria of software?

- ◆ Has to help to manage a thematic/interpretive approach.
- ◆ Effective organising and searching tools
- ◆ Good memo and coding devices

.....MAXqda –see the thematic coding process –and its links to memoing

Software –mostly PC platform

- ◆ NVivo 2 andNVivo 7
- ◆ **ATLAS.ti 5 –**
- ◆ **MAXqda 2**
- ◆ HyperRESEARCH (MAC and PC)
- ◆ QUALRUS – ‘AI’
- ◆ **QDAMiner – (with Wordstat)**

Our Philosophy

- ◆ Relationship with Developers
 - Seminar series & Discussion List
 - ◆ Links developers & users
 - ◆ Critical Feedback
- ◆ Promoting 'the right tools for the job'
- ◆ Impartiality (or that's the plan!)
 - No product placement or endorsement
 - Highlight new products & tools
 - Informed choice

CAQDAS Networking Project support

- ◆ Balance between training & seminars
 - Disseminate understanding of use of software
 - Promote discussion of its methodological implications
- ◆ Advisory help-line
- ◆ Website
- ◆ Online discussion group
 - qual-software@jiscmail.ac.uk

Outreach

- ◆ Events routinely held in Guildford

- But also

- Wales, Scotland, Northern Ireland & the Regions

- Over the last 4 years averaged 40 events per year.

Training Activities- performance

◆ Seminars - (450 attendees)

- awareness raising comparative overviews
- software development
- users' project presentations

◆ Introductory Workshops

- Software-specific, hands-on, intensive-

◆ Follow-up Workshops

- Project-specific, intermediate – advanced level

(workshop attendees 5000 by end of 2006)

Contribution of software to qda

- ◆ Managing data, supporting materials
- ◆ Flexibility, Transparency, (Rigour?)
- ◆ More tasks
- ◆ Multi-media analysis
- ◆ **Mixed-methods research**
- ◆ New cross fertilisation of method between 'new' and traditional social science disciplines
 - Architecture, archeaology, history, pharmacy

Blurred categories

- ◆ Software categories losing relevance with advance of technology
- ◆ Code and Retrieve s/w providing more '**content**' info
- ◆ Textual analysis tools – expanding into multimedia

Multimedia differences- ATLAS.ti and HyperRESEARCH

The screenshot displays two windows from the ATLAS.ti software. On the left is a video player window titled 'P 1: apo16g.avi' showing a lunar rover on the moon's surface. On the right is the 'Code Manager' window, which contains a table of codes and their frequencies. A blue arrow points from the video player to the code manager, and another blue arrow points from the code manager to a text box on the right.

Name	Grounded	
environment~	24	0
excitement	0	0
participation~	1	1
performance~	1	0
physical sensations	2	0
urgency	0	0

showmanship - performing for audience of millions?

Parts of graphics can be coded

Parts of video/sound file can be coded

CAQDAS 'content' based tools

- ◆ ATLAS.ti – Word cruncher Basic content analysis
- ◆ MAXqda – frequency with KWIC

.....**see the software**

QDA Miner (with Wordstat)

- ◆ One of the first software produced to enable elegant thematic coding devices
- ◆ ..and content analysis tools

.....see the software

Software's influence on methodology

◆ Small to medium datasets

Software has not revolutionised methodology, though it has changed techniques – increased flexibility

Awareness of possibilities has changed

Types and amount of data

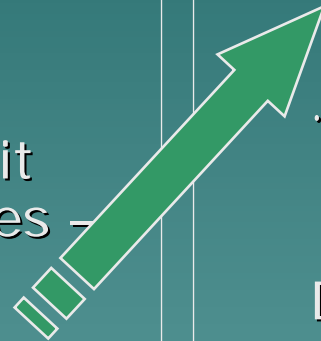
◆ Very large data sets are enabled in way not considered before

...bring greater changes in methodology?

Data management potential

Text exploration and auto-coding potential

Text mining!



Mixing/combining methodologies?

- ◆ **Text mining as a sampling procedure for qualitative analysis**
 - identify a more limited set of documents characteristic of some of the topics or documents that don't fit
 - perform a deeper *qualitative* analysis of those documents
- Using same software –e.g. QDA Miner?

Mixing/combining methodologies?

- ◆ **Triangulation or confirmation of qualitative results**

Ideally, performed by a second researcher on the same collection of documents and working independently, but one may also apply text mining afterwards to see whether some of the results could be confirmed by some text analysis. (Normand Peladeau)

Mixing/combining methodologies?

- ◆ **Qualitative analysis as a way to complement text mining**
 - complement the analysis performed using text mining techniques.
 - identify and code characteristic segments, analyze those, illustrate conclusions obtained using text mining
 - identify new dimensions that were not identified by those text analysis techniques. (Normand Peladeau)

Mixing/combining methodologies?

- ◆ Business intelligence is about analyzing data to answer questions relevant to organizational operations; more than answering questions readily framed around a fixed set of easily encoded attributes.
- ◆ Earliest steps in text mining is reviewing sample texts to gain some insight into the breadth of topics, variations in terms ...domain-specific terminology, abbreviations, amount of noise, or dirty data, in the text.
- ◆ QDA can make this somewhat ad hoc process more systematic. Dan Sullivan, DM Review 2004

Choosing a CAQDAS package

Resources

- ◆ CAQDAS Networking Project Resources
 - Software Comparison document (40 page)
10,000 downloads since Nov05
Sage book, Lewins & Silver (Silverman series) late 2006
 - Online Bibliography
 - Email Discussion List
 - Advisory Helpline
 - Links to Demo Software
Web site has average 7,500 hits per month

The future...

- ◆ Secondary analysis of qualitative data
- ◆ Xml
- ◆ Access Grid Node
- ◆ Remote desktop sharing
- ◆ Combining methods?