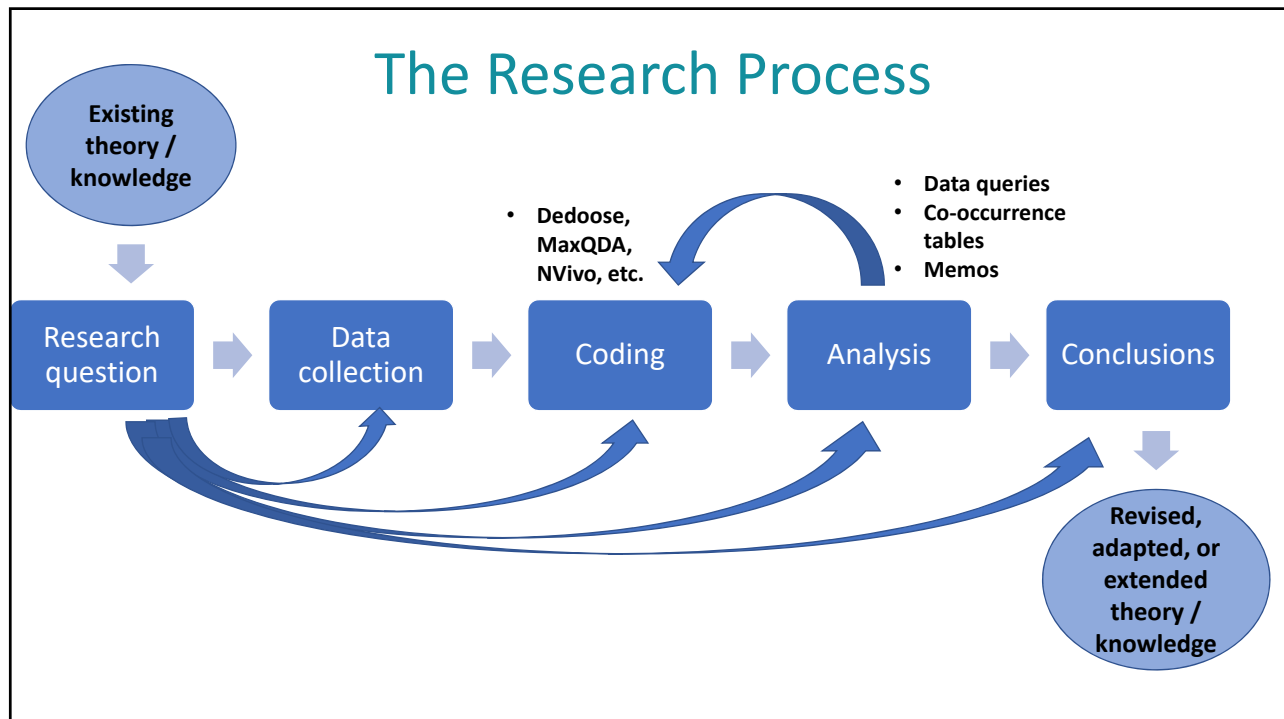


Qualitative Data Analysis with Dedoose



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What is qualitative data?

- Ethnographic field notes
- Interview transcripts
- Focus group transcripts
- Video or audio recordings
- Archival data
- Open-ended survey data
- Meeting transcripts
- Organizational documents
- Court proceedings
- Newspapers



Why Dedoose?

- Online-based, with iPad and desktop versions
- Very collaboration-friendly; good for groups
- Pricing:
 - Pay for every month that you *use* after a 30-day free trial
 - Price depends on number of users in a group
 - Individual is \$14.95/month; small group is \$12.95 per person/month; large group is \$10.95/month; student is \$10.95/month
- Free webinars available online approximately twice a month
- Automatic software updates

Descriptors

- A descriptor is “information that describes the source of your data.” (e.g. documents, research participants, etc.)
 - You can think of descriptors as **variables** that describe your data sources
- A descriptor **set** is a collection of information that describes the source of your data **at a particular level of analysis**. (e.g. families, organizations, schools, neighborhoods or communities, other settings, etc.)
 - For example, your research question may compare student outcomes across schools, which would require you to look at descriptors for individual students *and* different schools

Coding your data

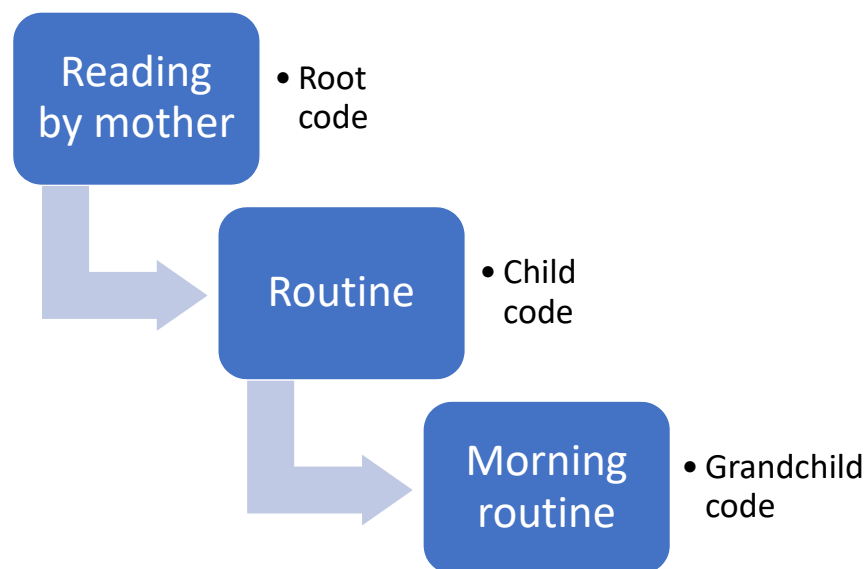
What is “coding”?

- Categorizing and organizing data: breaking it down into analyzable parts
- Identifying ideas and concepts in your data that may apply across your different sources

- Descriptors apply to documents and data sources; codes apply to excerpts or passages within documents.

Coding your data

- Coding is an **iterative** process!
 - Start with a list of codes and apply them to a portion of your documents
 - Refine or add new codes if you think you're missing any big themes or ideas
 - Refining = separating some codes into two and consolidating others
 - Keep track of your codes!



Layout References Mailings Review View Zotero ACROBAT Tell me what you want to do

Perceptions of wealth:

- If the person gave to others, has \$
- If the person gave to others, he may not have \$
- Wealthy people = stingy
- Wealthy people “tell you stories”
- Wealthy person won’t understand you / will judge you
- Someone at my level doesn’t have \$

Perceptions of risk:

- “You can’t tell tomorrow” / Can’t see the future
- “Have to look after self” or “Have to look after business”

Reciprocity:

- You can’t tell who will help you in the future
- He/she might help my children
- God will return what you give
- Person has helped me
- Someone won’t help me unless I help them
- Look after children so they look after me / children will help me

Religion:

- Giving is a blessing
- God will return what you give
- ISLAM or CHRISTIANITY
- God helps one person, and he/she takes care of the rest

Avoiding Obligations:

- Give someone a loan so that the person doesn’t come back
- Give someone a loan so that you have money to give the person next time
- Will actually be a gift, but will say it’s a loan

Analyzing your data

What is “analysis”?

- Analyzing means interpreting, synthesizing, and looking for patterns in data in order to draw a conclusion
- Which aspects of your data will best answer your research question?
 - You will never use all of your data!
 - Identify which units of analysis, codes, and comparisons or relationships are most important

Analyzing your data

- Descriptors help you select sub-groups, which facilitate **comparisons**
 - Help you see forces at work in your data
 - Look for similarities, and differences, and connections between categories
 - Which codes and categories frequently co-occur? Which codes and categories *never* co-occur?
- You may look for particular relationships between codes and descriptors
 - Relationships of similarity (A and B both say X)
 - Relationships of difference (A says X but B says Y)

Memos

References Mailings Review View Zotero ACROBAT Tell me what you want to do

- **Importance of reciprocity**
 - Nearly everyone verbalized the importance of reciprocity, but some also noted that their friends and family people didn't necessarily follow this rule
 - About 1/3 of respondents said that they would have difficulty finding someone to ask for \$, even if the respondent have given money to others
 - Reciprocity is not necessarily tit-for-tat: about 1/2 of respondents saw themselves as part of a generalized exchange system where reciprocity is managed by God (i.e. "God will reward you" if humans don't)
 - Oscar: "I'm only doing my duty for blessing, not for anything. Only for God." And "God will reward you. Once you are a Christian, you cannot turn your back [on others' suffering]."
 - (Note: Oscar also said that his younger brother got \$ and didn't share it with Oscar, but now that his brother's money is gone and he needs help himself, Oscar helps him even though he wasn't helped himself.)
 - Rashida: "Sometimes it's getting tiring when you give \$ with no reward, but God is the only reward, so he [Kwabena] should still give [Akos] the \$."
 - David: He gives out whatever he has, and has faith that it will come back to him somehow
 - Faith in a system of generalized exchange doesn't necessarily track onto income or class status (e.g. David and Oscar are both entrepreneurs, but one is much wealthier than the other)
 - Those who don't give out much \$ to others note that they would have a hard time asking people for help as well.
 - George: Would be difficult to find someone to help him b/c "he doesn't depend on people"
 - Oscar: If he needs help, he'll go to someone who would come to him.
 - Theresa: "If you always ask people for money, then they will also ask you. I don't want to get involved in those money relationships."

Thank you!

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