Introduction to Qualitative Data Analysis Software

MaxQDA, NVivo, Dedoose, & ATLAS.ti

created by Josué Meléndez Rodríguez

credit to Shelly Steward and Zawadi Rucks Ahidiana

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Introductions

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Attendees: Name, Previous Education
Roles/Titles, Departments
Additional Information (e.g., past & future work)

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Schedule

- Coding & Analysis within the Research Process
- QDA Software as a Tool for Coding & Analysis
- Overview of QDA Software Programs
  - MaxQDA
  - NVivo
  - Dedoose
  - ATLAS.ti
- Q&A

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Coding & Analysis within the Qualitative Research Process

- Philosophy, Theory, Framework, Conceptualization
- Nonlinear Process: Determine Question(s), Conduct Literature Review, Determine Methodology & Methods, Collect Data, **Code & Analyze Data**, Write Findings, Discussion, & Conclusion
- Coding & Analysis
  - Separate and Related
  - Inductive and Deductive
  - Remain True to Your Project, Not to the Software

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QDA Software as a Tool for Coding & Analysis

What It Does	What It Does Not
• Structure and Organize	• Analytic Thinking
• Explore	• Error-Free Auto Coding
• Annotate	• Eliminate Bias
• Memo	• Advanced Quantitative Analysis
• Code and Retrieve	
• Visualize	

Potential Benefits	Potential Drawbacks
• Can Deal with Large Data Sets	• Can Impose Deterministic Understandings
• Frees Time to Focus on Analysis	• Can Produce Nonsensical Findings
• Improves Validity/Auditability	• May Create Pressure to Engage Excessive Features and Large Data Sets
• Improves Credibility (among some audiences)	• Requires Learning the Software

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Overview of QDA Software Programs

MAXQDA
The Art of Data Analysis

NVIVO

dedoose
Great Research Made Easy

atlas.ti
QUALITATIVE DATA ANALYSIS

QDA Miner

HyperResearch

ANSWR

Transana

Aquad   (open source)

Quirkos   (visual exports)

Saturate   (app-based)

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NVivo – sample video

Pros	Cons

• Accepts Most File Types
• Great Automated Data Visualization Tools
• Most Advanced Visual Coding Abilities
• Allows for Weighing Codes
• Available in Several Languages
• Can Import Social Media
• Integrates EverNote, EndNote, Survey Monkey, and OneNote
	• Steep Learning Curve
	  – Interface May Not Feel Intuitive
	• Reports of Crashing
	  – Issue with Large Projects
	• Time-Consuming Coding Process
	• Focus on Depth, not Breadth

	D-Lab Workshop Qualitative Data Coding with NVivo Tuesday, December 5 10 a.m. to 12 noon 356 Barrows Hall

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ATLAS.ti – sample video

Pros	Cons

• Can Retrieve Notes with Coded Segments of Data
• Significant Manual Diagraming Options
• Ability to Interlink Components
  – e.g., memos, comments, codes
• Great Mapping Tool
  – Google Earth is Embedded
• Customizable Interface
• Great User Support
	• Flat Coding
	• Some Data Sources Not in Project
	  – risk of losing track of sources
	• No Automatically-Generated Codes for Inter-Coder Reliability
	• Not as Advanced as NVivo

	D-Lab Workshop Qualitative Data Coding with ATLAS.ti Tuesday, December 5 1 p.m. – 3 p.m. 371 Barrows Hall

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MaxQDA – sample video

Pros	Cons

• Intuitive Interface
• Variety of Coding Colors
• Allows Weighing Codes
• Flexible Application for Different Methodologies
• Accepts Most File Types
• Great Automated Data Visualization Tools
• Semi-Customizable Interface
• Good Integration of Statistical Data for Mixed-Methods
	• Comparatively Few Users
	  – Translates to Less User Support
	  – Less Likely to Find Others Already Using the Program
	• Not as Advanced as NVivo

D-Lab Workshop

Qualitative Data Coding with MaxQDA
Wednesday, December 6
10 a.m. to 12 noon
356 Barrows Hall

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Dedoose – sample video

Pros	Cons

• Intuitive Interface
• Allows for Weighing Codes
• Teamwork is Simple
  – Does Not Require Additional Infrastructure, Shared Location
• Internet Based
  – Easy to Access from Any Computer
  – No Difference Across PC, Mac, or Chromebook
• Monthly Access
  – No Charge when Not Active
	• Larger Projects = Lower Speeds
	• Overall Less Intuitive Process
	• No Auto-Coding
	• Limited Query Options
	• Cannot Merge Projects
	• Security Concerns

D-Lab Workshop

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Q & A

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