Qualitative Research Primer & Introduction to QDA Software

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adapted from Dr. Zawadi Rucks-Ahidiana and Dr. Claudia von Vacano
originally developed for DH Summer Institute, commissioned by D-Lab/DH at Berkeley

D-Lab

- Its Okay Not to Know
- 280 workshops, 1,100 consultations, working groups
- About 6,000 scholars served per year
- Special research projects

Digital Humanities at Berkeley

- DH Council, DH Advisory Board, DH Partners
- DH Faire & DH Working Group
- 35+ Collaborative Research Projects
- More than 20 new courses & Minor/Certificate program
- Post-docs
- Stacy Reardon (DH Librarian)

DIGITAL HUMANITIES AT BERKELEY

D-Lab

dlab.berkeley.edu

Agenda

- Introduction of Facilitator & Participants
- Qualitative Research Primer
  - Review of Basic Concepts
  - Methodologies & Methods
  - UC Berkeley Resources
- Introduction to QDA Software +
  - QDA Software as a Tool for Coding & Analysis
  - Overview of Relevant Software Programs
  - Introduction to Primary QDA Software Programs

Introduction of Facilitators & Participants

Josué Meléndez Rodríguez

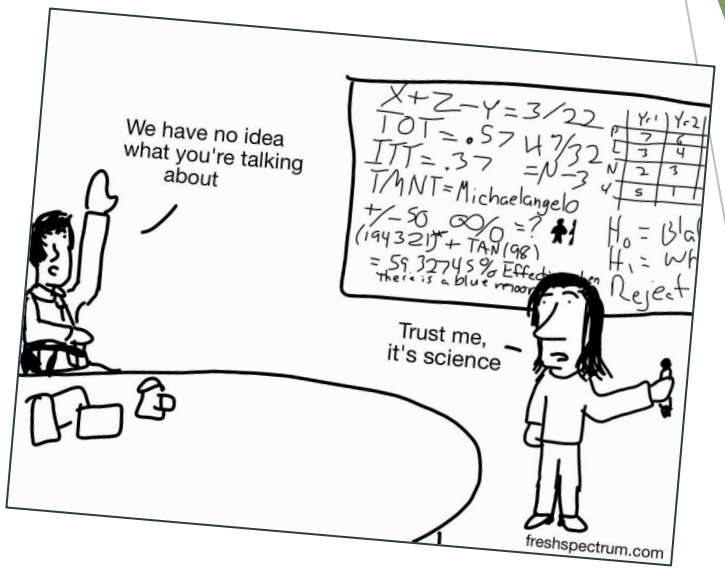
- Qualitative Research Lead at D-Lab
- PhD Student at School of Social Welfare
- Research on Social Wellbeing in/through Higher Education
- MA in Postsecondary Education & MSW in Macro Practice
- 10+ years of practice experience in social services and education

Participants

- Names
- Educational & Work Backgrounds
- Current Research
- Interests/Goals for Training

Agenda+ for Qualitative Research Primer

- Qualitative, Quantitative, & Mixed-Methods
  - Differences, Advantages, & Tensions
- Philosophical Considerations
  - Ontology - What is reality?
  - Epistemology - How can we know about reality?
  - Axiology - Whose knowledge has value?
- Theories & Frameworks
  - Tacit & Formal Theories
  - Conceptual & Structural Frameworks
- Systematic Flexibility
  - Determine Question(s)
  - Conduct Literature Review
  - Determine Methodology & Methods
  - Collect Data
  - Code & Analyze Data
  - Determine & Write Findings
  - Frame & Write Discussion
- Methodologies & Methods
- UC Berkeley Resources



Methodologies & Methods

Methodologies

- Case Studies
- Ethnographies
- Grounded Theory
- Phenomenologies
- Narratives

Methods

- Case Studies
- Ethnographic Methods
- Interviews
- Observations
- Text/Video/Picture Analysis

Methodologies & Methods, cont.

Type	Methods	Description	Resulting Data
Observation	Ethnography	Observations & informal interviews over longer time periods as a member of observed group	Field notes, photos, audio/video
	Participant observation	Observations over shorter time periods as member of observed group	Field notes, photos, audio/video
	Non-participant observation	Observations over shorter time period as outsider to observed group	Field notes, photos, audio/video
Interview	Structured interviewing	Ordered interview questions with precise wording used for every interview	Transcripts, field notes, audio/video
	Semi-structured interviewing	Interview questions & order are not necessarily the same for every interview	Transcripts, field notes, audio/video
	Unstructured interviewing	No predetermined interview questions	Transcripts, field notes, audio/video
Documents	Historic	Older electronic or paper textual or visual files	Pdfs, photos
	Current	Recently created electronic or paper textual or visual files	Pdfs, photos, text files
Social Media	Web Scraping	Textual data from websites such as Twitter, Facebook, or blogs	Text segments, metadata

UC Berkeley Resources

D-Lab

- Workshops & Presentations
- Working Groups & Consultants
- Work Spaces

School of Public Health

- Community-Based Participatory Action Research (CBPAR)
- Critical Theories in Social Science Research (cross-listed with the Law School)

Graduate School of Education (GSE)

- Introduction to Qualitative Research
- Advanced Qualitative Research
- Year-Long Qualitative Research Seminar

Institute for the Study of Societal Issues (ISSI)

- Presentations
- Trainings
- Fellowships

Reading Recommendations

Paradigms of Research for the 21st Century: Perspective & Examples from Practice edited by A. Lukenchuk
Qualitative Inquiry & Research Design: Choosing Among Five Approaches by J. Creswell
Qualitative Data Analysis: A Methods Sourcebook by M. B. Miles, A. M. Huberman, & J. Saldaña
Qualitative Research: Bridging the Conceptual, Theoretical, & Methodological by S. M. Ravitch & N. Mittenfelner Carl
Qualitative Research Design: An Interactive Approach by J. Maxwell
Stanford Encyclopedia of Philosophy at plato.stanford.edu
The Coding Manual for Qualitative Researchers by J. Saldaña
Thinking Qualitatively: Methods of Mind by J. Saldaña

Other recommendations may be available based on field of study & methodological interests.
Please check with facilitators.

Agenda for Introduction to QDA Software

- QDA Software as a Tool for Coding & Analysis
- Overview of Relevant Software Programs
- Overview of QDA Software Programs
  - ATLAS.ti
  - Dedoose
  - NVivo
  - MAXQDA

QDA Software as a Tool for Coding & Analysis

What It Does

- Structure & Organize
- Explore
- Annotate
- Memo
- Code & Retrieve
- Visualize

What It Does Not

- Analytic Thinking
- Error-Free Auto Coding
- Eliminate Bias
- Advanced Quantitative Analysis

Potential Benefits

- Can Deal with Large Data Sets
- Frees Time to Focus on Analysis
- Improves Validity/Auditability
- Improves Credibility
  (among some audiences)

Potential Drawbacks

- Can Produce Nonsensical Findings
- May Create Pressure to Engage Excessive Features & Large Data Sets
- Requires Learning the Software

Overview of Relevant Software Programs

[QDA Miner]

[HyperResearch]

[ANSWR]

[Transana]

[Aquad] (open source)

[Quirkos] (visual exports)

[Saturate] (app-based)

atlas.ti
QUALITATIVE DATA ANALYSIS

Pros

- Ability to Interlink Components
  - e.g., memos, comments, codes, coded segments
- Significant Manual Diagraming Options
- Great Mapping Tool
  - Google Earth is Embedded
- Customizable Interface
- Great User Support

Cons

- Flat Coding
- Some Data Sources Not in Project
- Comparatively Complex Process to Facilitate Teamwork
  - No Automatically-Generated Scores for Intercoder Reliability

D-Lab Support

Consulting - NA

Workshops - TBD

dedoose
Great Research Made Easy

Pros

- 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 if Not Active

Cons

- Larger Projects = Lower Speeds
- Poor Internet Connection = Interrupted Work
- No Auto-Coding
- Limited Query Options
- Cannot Merge Projects

D-Lab Support

Consulting - by appointment

Workshops - TBD

NVIVO

Pros

- 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, & OneNote

Cons

- Steep Learning Curve
  - Interface May Not Feel Intuitive
  - Advanced Features May Clutter Control Options
- Time-Consuming Coding Process
- Comparatively Complex Process to Facilitate Teamwork

D-Lab Support

Consulting - by appointment

Workshops - TBD

MAXQDA
The Art of Data Analysis

Pros

- 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
  (not advanced stats)

Cons

- Comparatively Few Users
  - Translates to Less User Support
  - Less Likely to Find Collaborators Already Using the Program
- Comparatively Complex Process to Facilitate Teamwork

D-Lab Support

Consulting - by appointment

Workshops - 10/4, 10/18, & 11/1

MAXQDA The Art of Data Analysis, cont.

Why Use MAXQDA?

- Reasonable License Prices
- Compatible with Many Data Sources
- Allows for Different Kinds of Research Projects
- Some Integration of Quantitative Data
- Identical Across Macs & PCs
- Great User Support

Why Choose a Different Program?

- Mapping & Connection of Metadata is Better in ATLAS.ti
- Teamwork Is Easier with Dedoose
- Manual Diagramming & Auto-Coding is Better in NVivo

MAXQDA The Art of Data Analysis, cont.

END

Next session, on 9/20, focuses on creating and organizing codes.

Hope to see you soon!