

Staff Training Week

**COMPUTER-BASED QUALITATIVE
RESEARCH AND ANALYSIS**

**Assistant Professor
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27/09/2023

Introduction to Qualitative Research

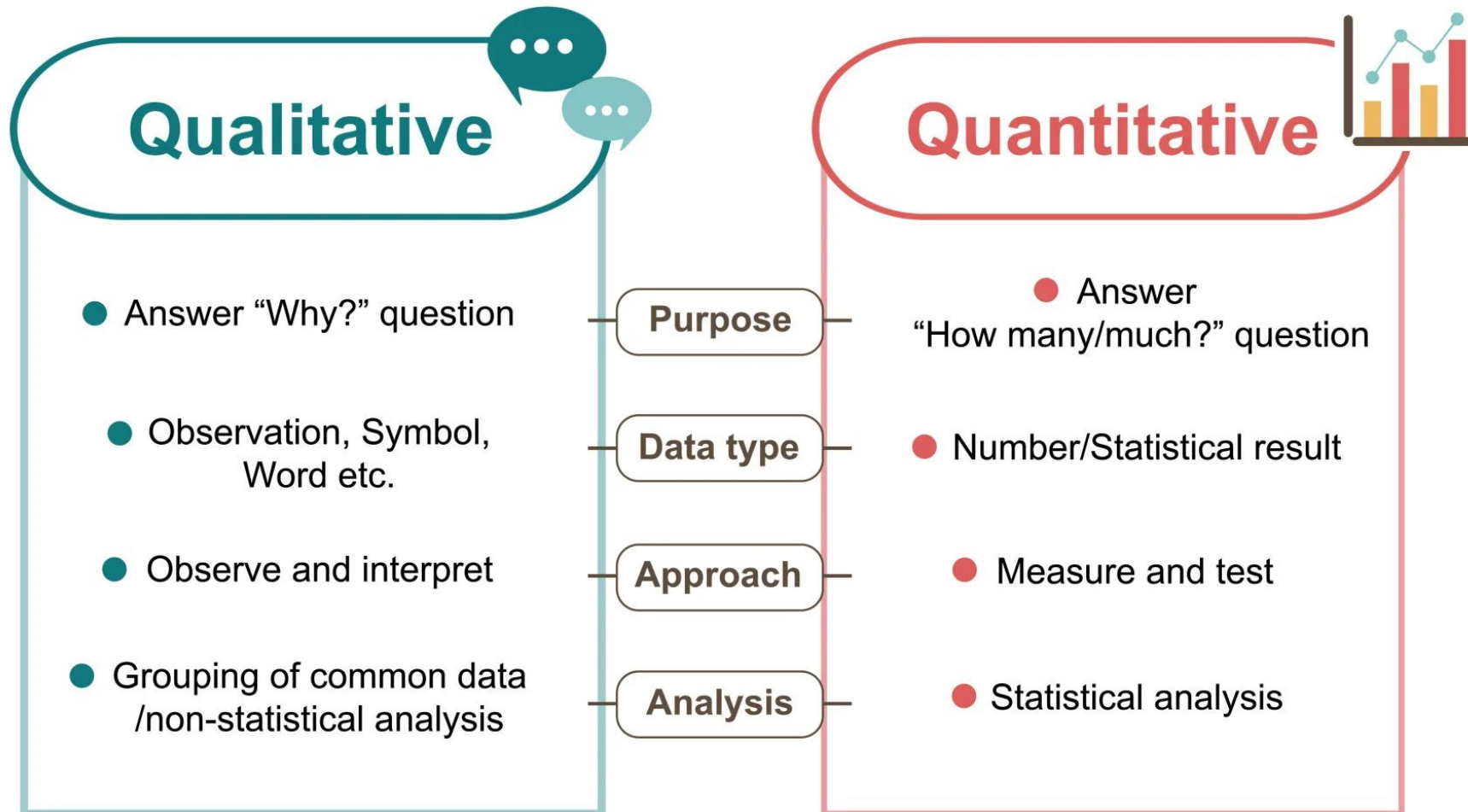
What is qualitative research?

Qualitative research involves **collecting and analyzing non-numerical data** (e.g., text, video, or audio) to **understand concepts, opinions, or experiences**. It can be used to **gather in-depth insights** into a problem or generate new ideas for research.

Qualitative vs. Quantitative Research [1]



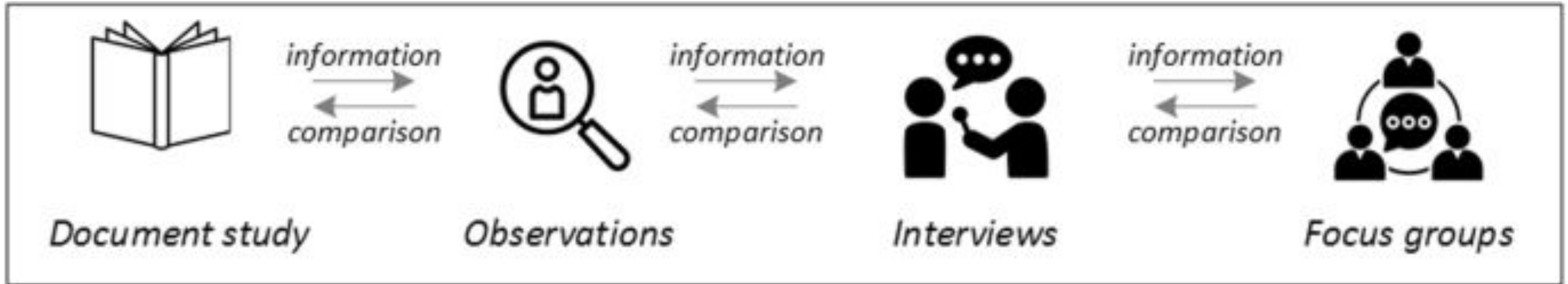
Qualitative vs. Quantitative Research [2]



Qualitative research types

Types	Approach to Research or Enquiries	Data Collection Methods	Data Analysis Methods	Forms in Scientific Writing	Epistemological Foundations
Narrative	Explores situations, scenarios and processes	Interviews and documents	Storytelling, content review and theme (meaning development)	In-depth narration of events or situations	Objectivism, postmodernism, social constructionism, feminism and constructivism (including interpretive and reflexive) in positivist and post-positivist perspectives
Case study	Examination of episodic events with focus on answering "how" questions	Interviews, observations, document contents and physical inspections	Detailed identification of themes and development of narratives	In-depth study of possible lessons learned from a case or cases	
Grounded theory	Investigates procedures	Interviews and questionnaire	Data coding, categorisation of themes and description of implications	Theory and theoretical models	
Historical	Description of past events	Interviews, surveys and documents	Description of events development	Historical reports	
Phenomenological	Understand or explain experiences	Interviews, surveys and observations	Description of experiences, examination of meanings and theme development	Contextualisation and reporting of experience	
Ethnographic	Describes and interprets social grouping or cultural situation	Interviews, observations and active participation	Description and interpretation of data and theme development	Detailed reporting of interpreted data	

Qualitative research methods



Qualitative data analysis [1]



- Prepare and organize your data
- Review and explore your data
- Develop a data coding system
- Assign codes to the data
- Identify recurring themes

Qualitative data analysis [2]

Approach	When to use	Example
Content analysis	To describe and categorize common words, phrases, and ideas in qualitative data.	A market researcher could perform content analysis to find out what kind of language is used in descriptions of therapeutic apps.
Thematic analysis	To identify and interpret patterns and themes in qualitative data.	A psychologist could apply thematic analysis to travel blogs to explore how tourism shapes self-identity.
Textual analysis	To examine the content, structure, and design of texts.	A media researcher could use textual analysis to understand how news coverage of celebrities has changed in the past decade.
Discourse analysis	To study communication and how language is used to achieve effects in specific contexts.	A political scientist could use discourse analysis to study how politicians generate trust in election campaigns.

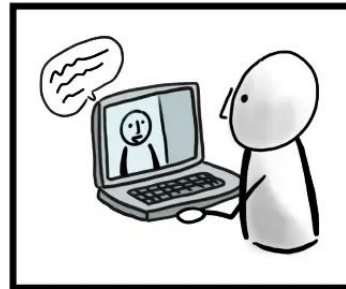
Coding

Data	Codes
<p>(Q1) Moderator: What do you think about the apparel industry in Sri Lanka? Who are the customers, competitors, suppliers and influential parties and <i>what</i> is their influence on the business and management controls of the business?</p> <p>Finance Director: Global competition and GSP plus [Generalized System of Preferences] and the Trans-Pacific Trade Partnership have a direct impact on our operations, and on management controls. More than 60% of Sri Lankan apparel exports are to the United States and other Western countries. Our operations and controls have to focus on their demands in order to survive in the market. In the meantime, competition in the industry is increasing from emerging countries like Laos, Cambodia and Vietnam. So, our controls have always to focus on reducing costs and producing products at competitive prices. The economic environment of our country too is not supportive of the apparel industry because other industries such as tourism and hospitality are growing. Thus finding labour for the apparel industry will be difficult in about another five years because they expect</p>	<p>Global statutory rules</p> <p>Customer regulatory demands</p> <p>Influence of changing market conditions</p> <p>Facing changes in the local industry</p> <p>Influence of community</p>

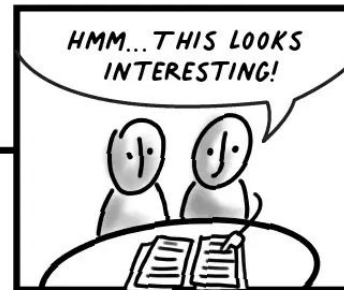
Themes

6 Steps to Doing a Thematic Analysis

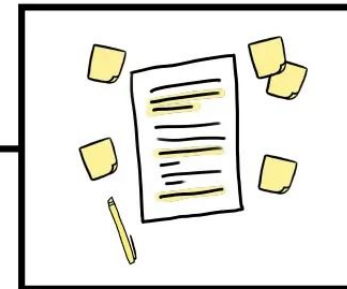
STEP 1
Gather your data.



STEP 2
Read all your data from beginning to end.



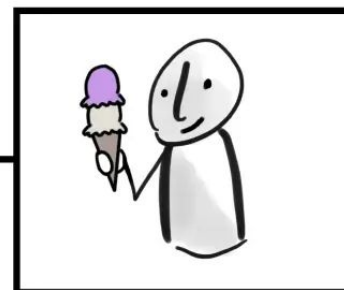
STEP 3
Code the text based on what it's about.



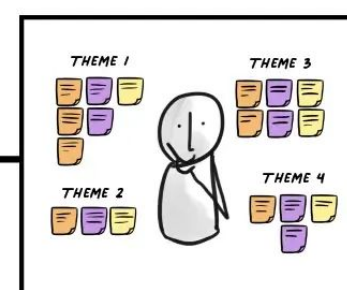
STEP 4
Create new codes to encapsulate potential themes.



STEP 5
Take a break for a day.



STEP 6
Evaluate your themes for good fit.



REPEAT AS NEEDED

Computer Based Qualitative Data Analysis

Why?

Content Search

**Data Visualization
and Reporting**

**Storing and
Coding**

Data Linking

Data Mapping

Coding Tools

NVIVO



dedoose



How to start use it

- Open www.dedoose.com
- Sign Up to create an account
- Download to start to use it

New project

The screenshot shows the Dedoose web application interface. At the top, there is a blue header with the Dedoose logo and the text "Great Research Made Easy". The current project is identified as "kasparska's Demo Project". Below the header is a navigation bar with various icons. The main content area is titled "Select Project" and contains a form with input fields for Title, Username, Email, First Name, and Last Name. Below the form is a table with the following data:

Actions	Title	Creation	Description	Username	Email	First Name	Last Name
Load	kasparska's Demo Project	09/26/2023	Dedoose Demo Project	kasparska	kaspars.steinbergs@eka.edu.lv	Kaspars	Steinbergs

At the bottom of the dialog, there are buttons for "Delete Project", "Copy Project", "Rename Project", "Create Project", and "Load Project". The "Create Project" button is highlighted in blue.

Import data

The screenshot displays the Dedoose software interface for a project named 'Test1'. The interface is organized into several panels:

- Project: Test1**: A sidebar panel showing progress indicators for Users (1), Media (0), Descriptors (0), Excerpts (0), Codes (0), and Code Application (0). It includes 'Import Data' and 'Export Data' buttons with descriptions of supported file types.
- Media**: A table with columns 'Type', 'Title', 'Added', and 'User'. The table is currently empty.
- Codes x Descriptor**: A panel with filters for 'Hit/Miss', 'Sub-code Count', 'Normalize', and '%'. It contains dropdown menus for 'Set' and 'Field'. The text 'No Data Available' is displayed.
- Codes**: A panel with search and filter icons, currently empty.
- Excerpts: 0**: A panel showing the count of excerpts, currently zero.
- Descriptor Ratios Multi Chart**: A panel with chart icons and the text 'No Data Available'.

The top navigation bar includes the Dedoose logo, the project name 'Test1', and various utility icons. The bottom of the image shows a Windows taskbar with several open applications and a system tray displaying the date and time: 09:54 on 27.09.2023.

Adding codes

The screenshot displays the Dedoose web application interface. At the top, the header includes the Dedoose logo and the tagline "Great Research Made Easy". Below the header is a navigation bar with various icons for home, back, forward, and search. The main content area shows a document titled "Document: Trump_Jan6.docx". A text selection is visible, and a context menu is open over it, offering options to "Add Code(s)" and "Add Memos(s)". The text in the document includes:

Well, thank you very much. This is incredible. Media will not show the magnitude of this here. But you don't see hundreds of thousands of people here. We have hundreds of thousands of people here. When I turned on today, I looked, and I saw thousands of people here. You think you because they don't want to show that. We have hundreds of thousands of people here. I want them to be recognized by the fake news media. Turn your cameras please and show what's really happening out here because these people are not going to take it any longer. They're not going to take it any longer. Go ahead. Turn your cameras, please. Would you show? They came from all over the world, actually, but they came from all over our country. I just really want to see what they do. I just want to see how they covered. I've never seen anything like it. But it would be really great if we could be covered fairly by the media. The media is the biggest problem we have as far as I'm concerned, single biggest problem. The fake news and the Big tech. Big tech is now coming into their own. We beat them four years ago. We surprised them. We took them by surprise and this year they rigged an election. They rigged it like they've never rigged an election before. And by the way, last night they didn't do a bad job either if you notice. I'm honest. And I just, again, I want to thank you. It's just a great honor to have this kind of crowd and to be before you and hundreds of thousands of American patriots who are committed to the honesty of our elections and the integrity of our glorious republic. All of us here today do not want to see our election victory stolen by emboldened radical-left Democrats, which is what they're doing. And stolen by the fake news media. That's what they've done and what they're doing. We will never give up, ... will never concede. It doesn't happen. You don't concede when there's the first ...

At the bottom of the document view, it says "Selection: (47-94)". On the right side, there are two panels: "Selection Info" and "Codes". The "Codes" panel is currently empty. The Windows taskbar at the bottom shows the time as 10:03 on 27.09.2023 and the weather as 61°F Sunny.

Editing codes

The screenshot displays the Dedoose web application interface. The main document window shows a text document titled "Trump_Jan6.docx" with a selection of text highlighted in green. An "Edit Code" dialog box is open, allowing the user to modify the code "fake media". The dialog includes fields for "Title" (set to "fake media"), "Description", and "Custom Color" (set to black). It also features checkboxes for "Enable Code Weighting" and "Allow decimal weight", along with input fields for "Weight Minimum" (0), "Weight Maximum" (10), and "Default Weight" (0). Buttons for "Delete", "Merge", "Re-Parent", "Cancel", and "Submit" are visible at the bottom of the dialog. On the right side, the "Selection Info" panel shows the selected text and the code "fake media". Below it, the "Codes" panel displays the "fake media" code. The bottom of the screen shows a Windows taskbar with various application icons and a system tray displaying the date and time (10:06, 27.09.2023).

Editing codes

The screenshot displays the Dedoose web application interface. The main document window shows a text document titled "Trump_Jan6.docx" with a selection of text highlighted in green. An "Edit Code" dialog box is open, allowing the user to modify the code "fake media". The dialog includes fields for "Title" (set to "fake media"), "Description", and "Custom Color" (set to black). It also features checkboxes for "Enable Code Weighting" and "Allow decimal weight", along with input fields for "Weight Minimum" (0), "Weight Maximum" (10), and "Default Weight" (0). Buttons for "Delete", "Merge", "Re-Parent", "Cancel", and "Submit" are visible at the bottom of the dialog. On the right side, the "Selection Info" panel shows the selected text and the code "fake media". Below it, the "Codes" panel displays the "fake media" code. The bottom of the screen shows a Windows taskbar with various application icons and a system tray with the date and time (10:06, 27.09.2023).

Analysis

Dedoose

dedoose
Great Research Made Easy

kasparska's Demo Project

Chart Selector

- Media Charts
 - Excerpt Count x Media
 - Code Count x Media
 - Code Application
 - User Media
 - Code Presence
- Excerpts Charts
- Descriptors Charts
- Code Charts
- User Charts
- Quantitative Charts
 - Descriptor Ratios Multi Chart
 - Descriptor Ratios Grid Chart
 - Excerpt Count x Media
 - Code Count x Media
 - User Media
 - User Excerpts
 - User Code Application
 - Descriptor Field x Descriptor Field
 - Code Weight Distribution Plot
 - Descriptor Number Distribution Plot

Code Co-Occurrence

Include Overlapping Excerpts

Codes	Reading by Mother	Duration	Routine	Bedtime Routine	Morning Routine	Other Routine	Frequency	fff	Reading by Others	Pre-Writing Activities	Letter Recognition	Parent - Child Talking	School Prep Beliefs	Great Quotes	Totals
Reading by Mother		4	5	1	2	1	1		11	6	11	2	3	1	48
Duration	4				2	1	2		3	2	2				16
Routine	5			1	2	1			2	3	4	1	1		20
Bedtime Routine	1		1		1				1	1	2	1	1		9
Morning Routine	2	2	2	1		1			1	1	1	1	1	1	14
Other Routine	1	1	1		1				1		1				6
Frequency	1	2							2	1	2		1		9
fff															

Windows Taskbar: Record high, 10:13, 27.09.2023

Questions?

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[**linkedin.com/in/kasparssh**](https://www.linkedin.com/in/kasparssh)
