CAQDAS in Content Analysis

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Context

- CAQDAS (Fielding and Lee, 1989)
  Computer-Aided Qualitative Data Analysis Software
- Analysis - misleading
- Many packages emerged at once:
  NVivo; MAXqda; Atlas.ti; QDA Miner; Transanna, HyperResearch, etc.
- Software often separated from methodological training
- Generational gap (Mangabeira et al., 2004)
- Constant flow of updated and new software (MacMillan and Koenig, 2004)
- Making the software decision.....personal....no correct answer....
## Use of CAQDAS (2000-2008)

<table>
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<th>Database</th>
<th>CAQD AS</th>
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<th>Atlas.ti</th>
<th>MAXqda</th>
<th>SPSS</th>
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## Academy Journals (2000-2008)

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NB: IN 2007 RM division: 3 PDWs and 2 sessions in qualitative methods. None on use of software
Basic Idea

Adapted from Lewins A & Silver C
(2007) Using Software in Qualitative
Research: A Step by Step Guide, Sage
Publications, UK
Common CAQDAS Features

- Planning and Managing
- Writing Analytic Memos
- Reading, Marking and Commenting
- Searching and Querying
- Developing a code scheme
- Coding

- Retrieval of coded segments
- Recoding
- Organization of Data
- Hyperlinking
- Mapping (networking)
- Generating Output
- Cross-Tabulation

(Lewins and Silver, 2007)
Common Misconceptions

- “Do” the analysis
- Transcribe the data
- CAQDAS will decide qualitative analysis technique
- Tell you “how” to analyse
- All features are useful
- Need to be competent in all aspects of the software
- Results will be more reliable

“the very name of the computer program” seen as “sufficient in itself to justify the way the data are analyzed” (Thompson, 2002, para. 7.41).
Argument for CAQDAS

- Systematic, consistent and transparent - enhances trustworthiness.
- Creativity of ideas
- Beneficial for managing larger samples
- Data can be expressed as diagrams and relationships can quickly be summarised
- Inter-rater reliability
- Expand analytic avenues

(Kelle, 1995; Kelle & Laurie, 1995; Weitzman, 2000; Gauld et al., 2007).
Argument against CAQDAS

- Researcher alienation
- Ability to autocode leads people to ignore the real meaning behind the data
- Over-coding
- Timeframe to learn can delay output – steep learning curve
- Expressed capabilities are not always a reality
- Not always intuitive in operation

(Bryman & Bell, 2003; Fielding & Lee, 1998; Kelle, 1995; Weitzman, 2000; Mangabeira et al., 2004; Macer, 2008)
Inductive Enquiry

- Grounded theory dominant methodology for CAQDAS users
  who mention it on average 30 times more frequently than sociologists as a whole (MacMillan and Koenig, 2004)

- My Research:
  Intentional and unintentional consequences of substituting face-to-face interaction with e-mail: An employee-based perspective (O’Kane and Hargie, 2007)
  Betwixt Spaces: Student Accounts of Turning Point Experiences in the First Year Transition (Palmer and O’Kane, 2009)

- Grounded! Interviews; Critical Incident; Paper-Dialogue; Projection Techniques.
Deductive Enquiry

- Deriving from Content Analysis
- Less common approach...
- Searching tools become more important
- Examples:
  
  Team Building in an Online Organizational Behavior Course (Grzeda, 2008)
  Used pre-existing framework to code documents into TEM (Team Effectiveness Model) Categories

  The external environment’s effect on management and strategy (Mason, 2007)
  Thematic Analysis: stable/turbulent and more/less successful
Quantitative Linking

- Quantifying Qualitative Research
- Import and Export from CAQDAS programs to SPSS and Excel
- Demographic Profiling
- Advanced Statistical Tests in SPSS
- BUT...does this neglect the “True” qualitative researcher agenda?
- Example:
  Project team performance: a study of electronic task and coordination communication (Chiocchio, 2007).
  Team Discussion Boards comments categorised (4) and counted, then used for statistical analysis in SPSS.
Our Workshop

- Using CAQDAS: Comparing NVivo and QDA Miner:
  Focussed on the different softwares and how they might be used

  Last two hours hands-on training in either software.
Books and Help

  Focussed on qualitative research
  Has NVivo tutorials to complement: available from http://www.sagepub.co.uk/richards/
- Gibbs (2002) Qualitative Data Analysis: Explorations with NVivo, Open University
  Uses NVivo 2
  Has step-by-step guides accompanied by qualitative information
- Bazeley (2007) Qualitative Data Analysis with NVivo
  Uses NVivo7
  Step-by-step guide
Questions...Queries...Comments