



# 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)

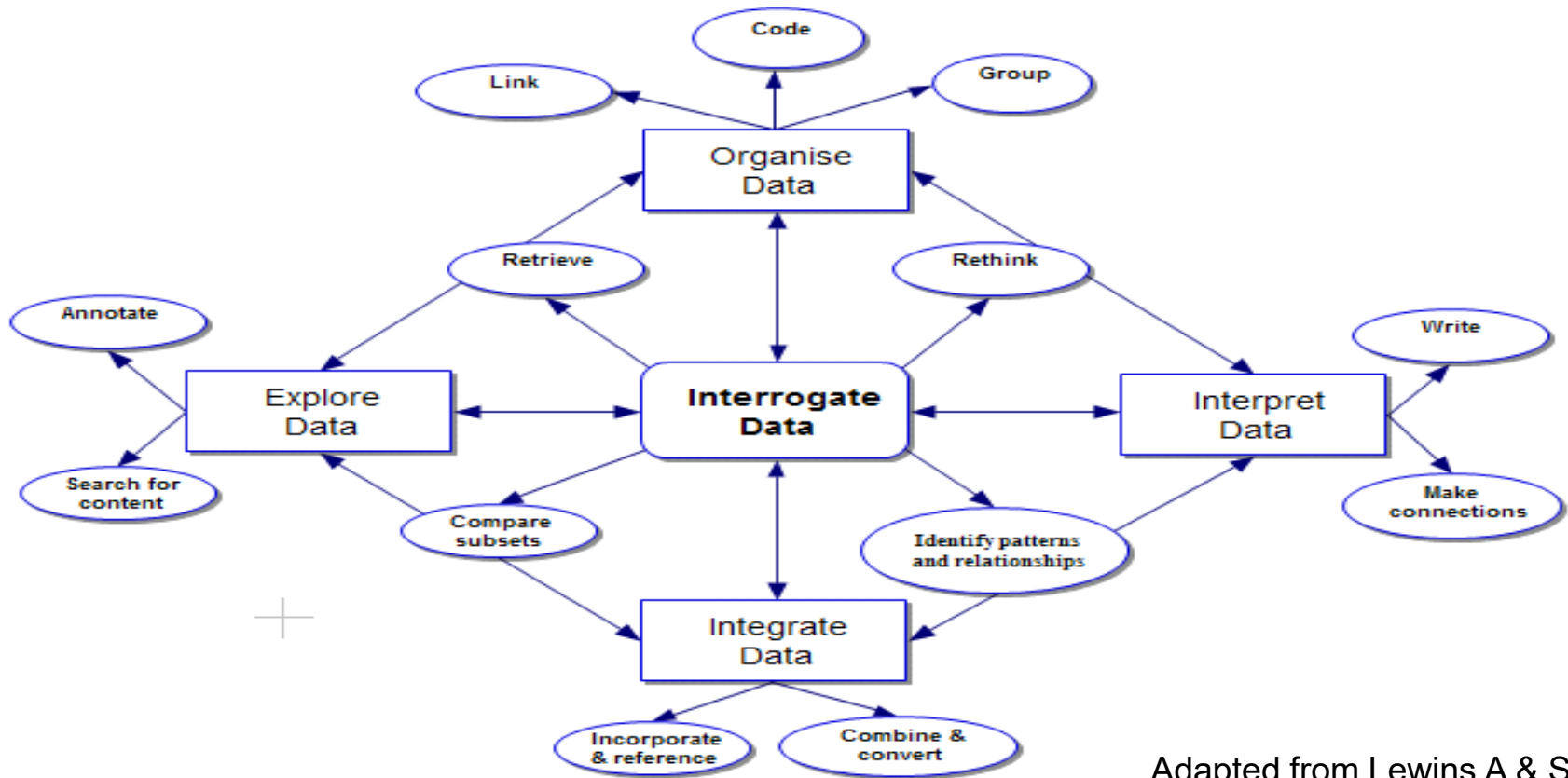
Database	CAQDAS	NVivo	Atlas.ti	MAXqda	SPSS
ABI Global Package	19	466	187	12	5,119
ISL – Social Science	12	84	82	3	517
Science Direct	15	523	392	18	81,285
Business Source Premier	20	550	70	8	4,020

## Academy Journals (2000-2008)

Journal	CAQD AS	NVivo	Atlas.ti	MAXqda	SPSS
AMJ	0	5	0	0	11
Perspectives	0	0	0	0	0
Proceedings	0	3	1	0	9
AMLE	0	0	0	0	6
AMR	0	0	0	0	0
AME	0	0	0	0	2

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
- Swissotel Zurich B 2:20-6:20.  
Last two hours hands-on training in either software.

## Books and Help

- Richards (2005) Handling Qualitative Data: A Practical Guide, Sage
  - 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
- Lewins A & Silver C (2007) Using Software in Qualitative Research : A Step-by-Step Guide, Sage Publications, London



**Questions...Queries...Comments**