Content Analysis and CAQDAS

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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 (Johnston, 2005)
- 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....

Content Analysis:

Training Transfer Research

- Leadership Development Programme
- 75 Reflective Learning Journals
- Training Transfer Research
- Combination of Content Analysis & Grounded Theory
- Highly Structured Documents

Content Analysis:

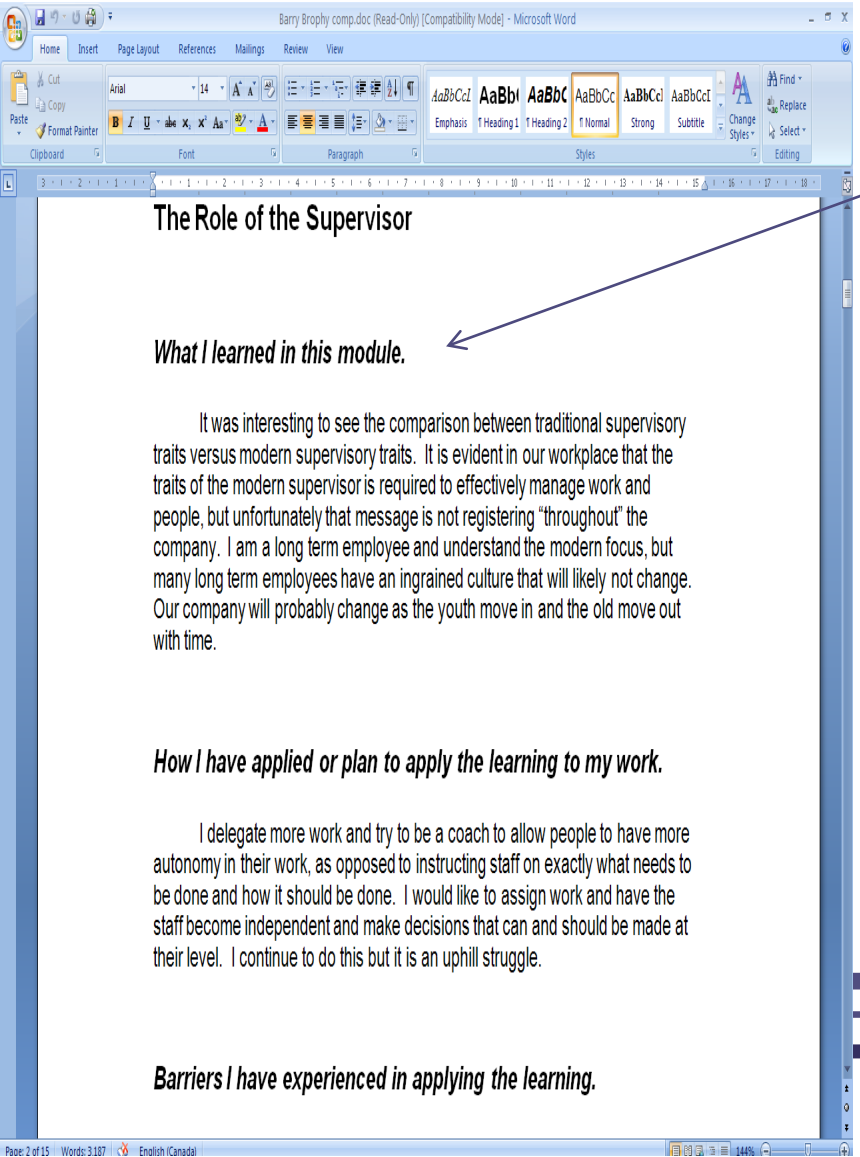
Analysis Procedures

1. Baldwin and Ford (1988)
   - Learning
   - Facilitators
   - Barriers

1. Pre-defined objectives for each module (learning outcomes)

Stage One:

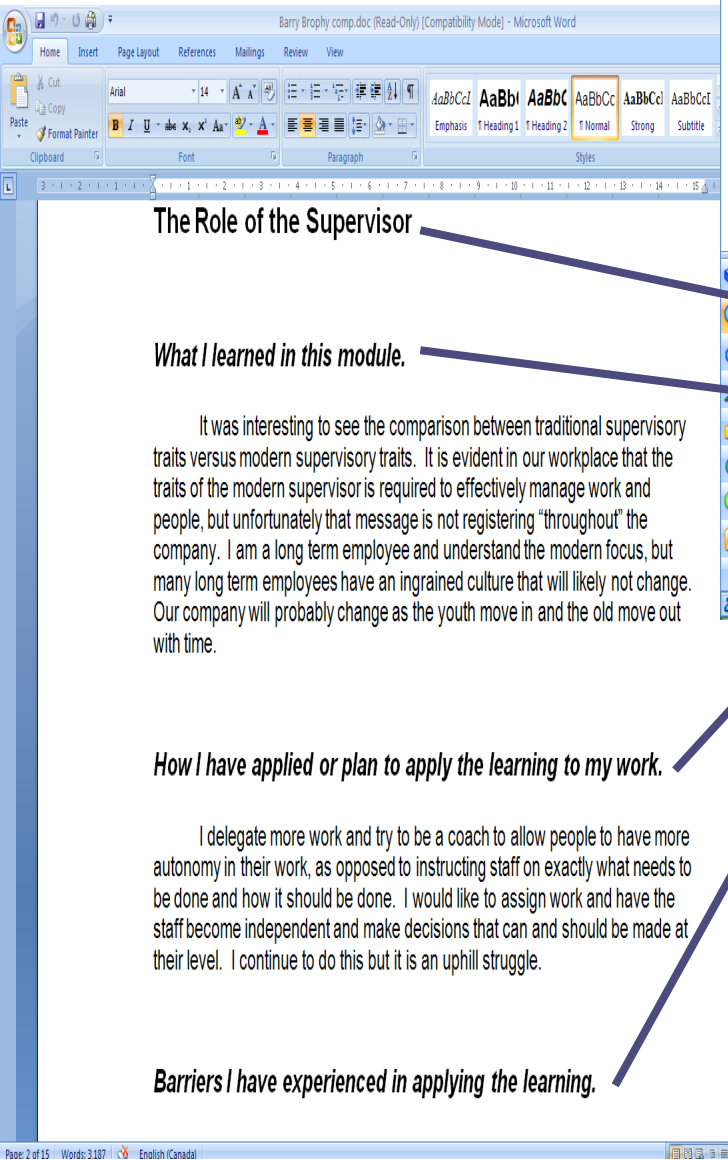
Formatting

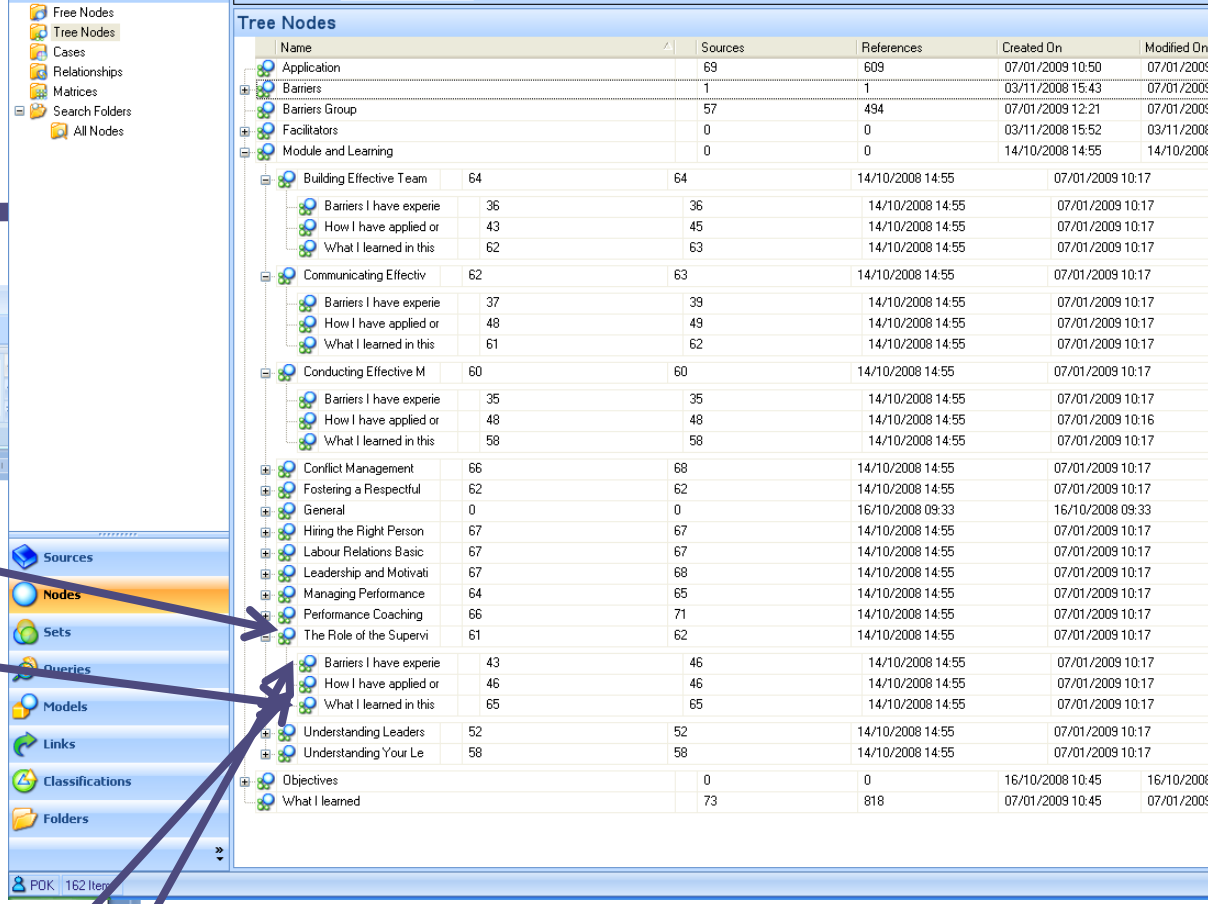


Heading Levels in Word

Stage Two:

Autocoding



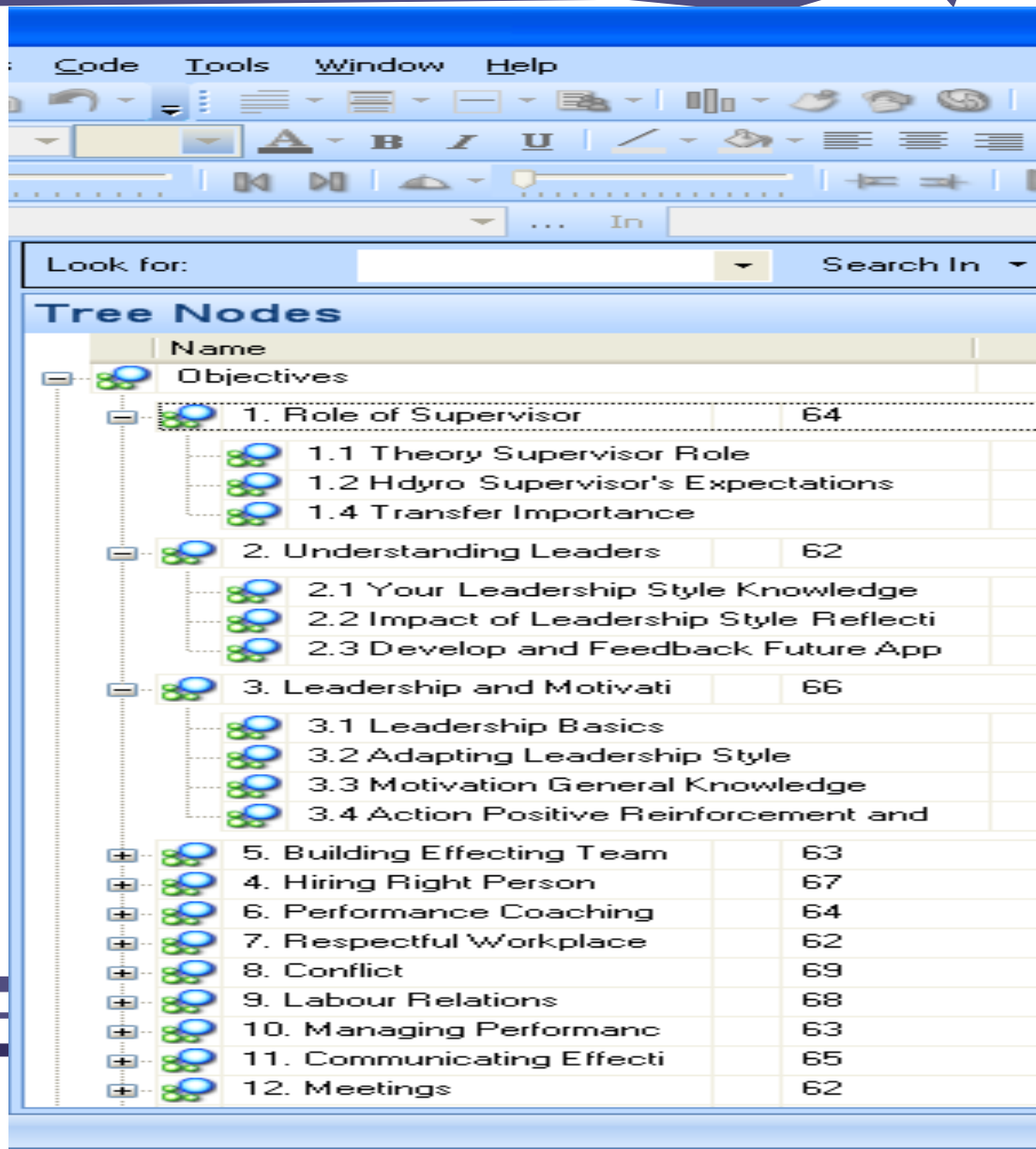


One Minute Process if Formatting Correct

Stage Three:

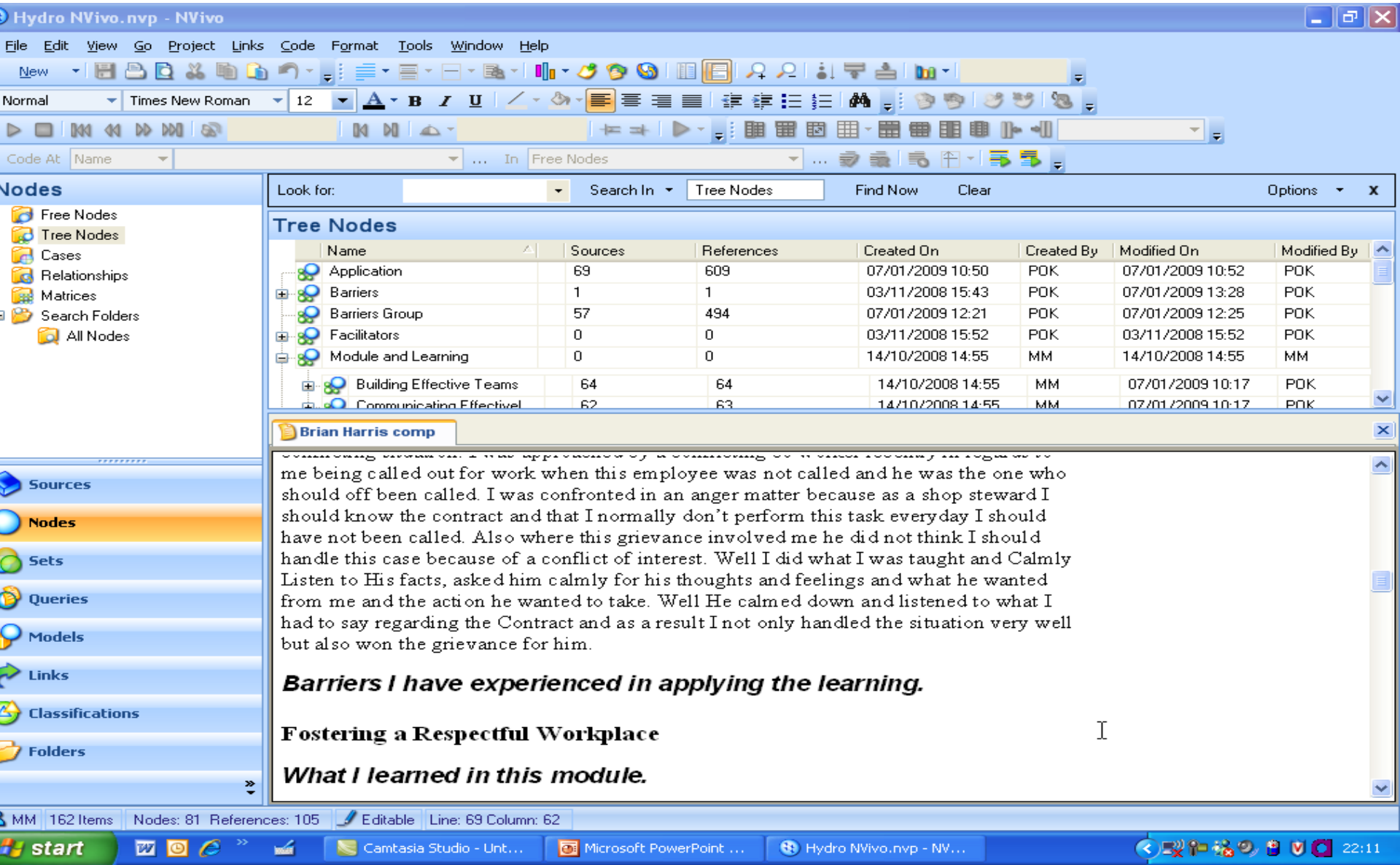
Construct (C) Nodes

Pre-defined Categories (Learning Outcomes) were created prior to coding BUT some modification after coding began



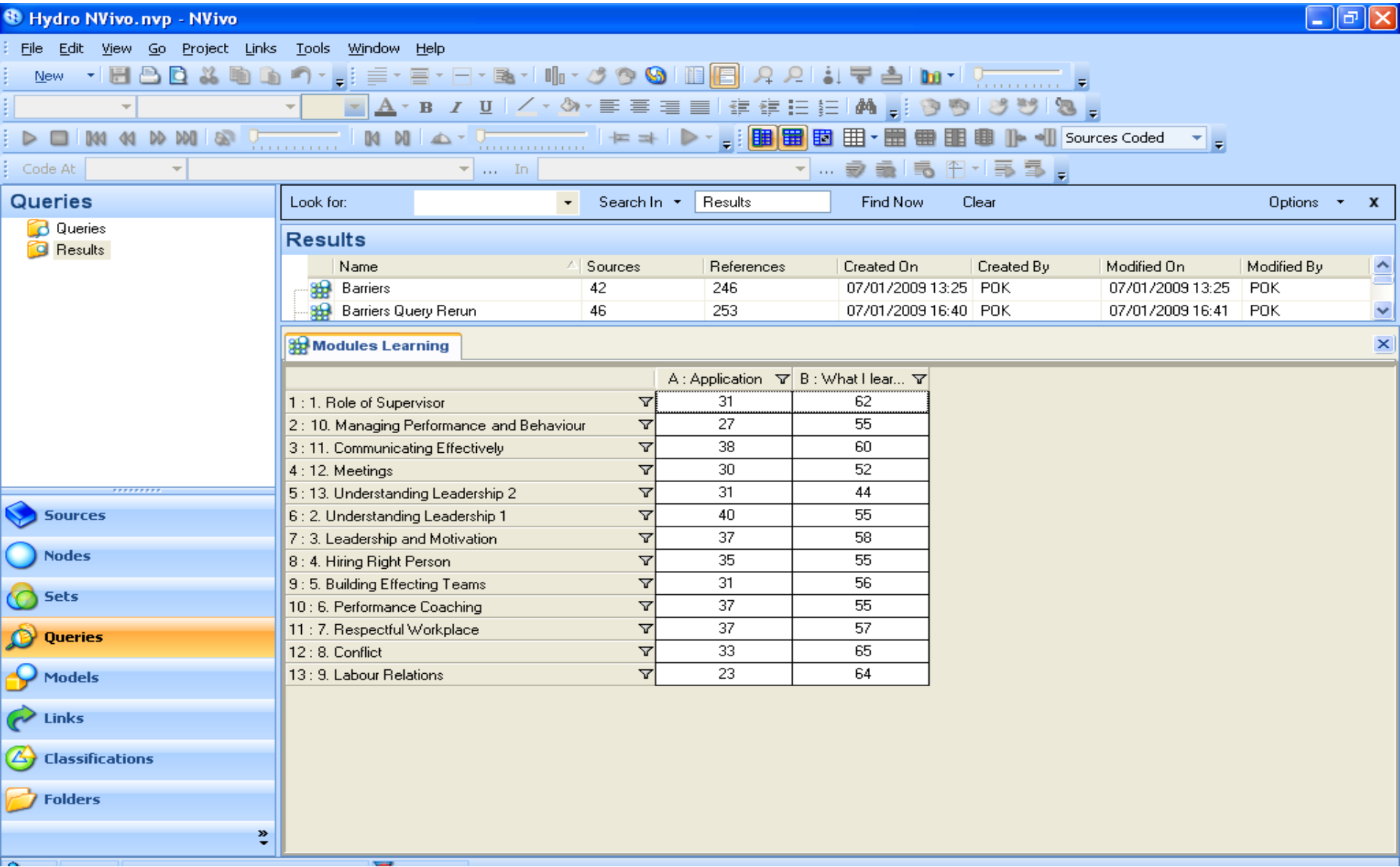
Stage Four:

Coding



Stage Five:

Query: NVivo



Summary

- NOT a simplistic linear process
- Supports content analysis
- Autocoding not appropriate for every project
- Multiple other functionalities
- Needs to be utilised appropriately

Our Workshop

Using Computer Assisted Qualitative Data Analysis Software III: Making the Software Work for You

Friday, Aug 6 2010

10:00AM - 11:30AM

Delta Centre-Ville in Verriere B