Digital Qualitative Analysis Tools

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The University of Texas at Tyler
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Series offered by The Office of Research, Scholarship, and Sponsored Programs (ORSSP)

A *"waterfront" approach*

This workshop will explore…

…some basic ways that qualitative analysis software can assist the researcher. **In this workshop participants will consider some of the pros and cons of a few of the vast array digital tools for qualitative analysis.**

1. **Please enter your name, position and department in the chat.**

2. **This presentation will take about 30-40 minutes which will then allow for discussion and questions.**

3. **Please hold your questions until the end and/or put them in the chat.**

QUICK REVIEW....ATTRIBUTES OF QUALITATIVE RESEARCH

Great overall beginner text: Merriam, S., & Tisdell, E. A. (2016). *Qualitative research: A guide to design and implementation* (4th ed.). John Wiley & Sons, Inc.

QUICK REVIEW:

Qualitative Research seeks to…..

Examine **perceptions, motivations, and experiences that are significant (meaningful) to people**

Explore **social processes**, not probabilities or predictions

Analyze **texts** (written word, images), **talk** (spoken word, conversations), and **interactions** (encounters, events) --rather than numbers and statistics,

.
More information?
Visit the resources bank of the ORSS. See especially several excellent recorded webinars on Qualitative Research.

An excellent text for better understanding of coding and qualitative analysis: Saldaña, J. (2016). *The coding manual for qualitative researchers* (3rd ed.). SAGE.

Must read, and read some more. Many helpful books and articles out there.

Pro-Tip

Qualitative Data Analysis

Data Collection

Observation
Interviews
Document
Recording

Data Reduction

Selection
Focusing
Simplifying
Abstracting
Transforming

Data Display

Matrices
Graphs
Networks
Charts

Conclusion Drawing

Give Meanings
Confirming
Verifying

800 × 5

And Why.....

So, what data are we analyzing?

Examine **perceptions, motivations, and experiences that are significant (meaningful) to people**

Analyze **texts** (written word, images), **talk** (spoken word, conversations), and **interactions** (encounters, events) --rather than numbers and statistics,

Examines **social processes**, not probabilities or predictions

REAL → ABSTRACT

DATA → CODE

DATA → CODE → Category

DATA → CODE

DATA → CODE → Category

DATA → CODE → SUBCODE, SUBCODE

DATA → CODE

DATA → CODE → Category

DATA → CODE → Subcategory, Subcategory

DATA → CODE

Category → THEMES/CONCEPTS → ASSERTIONS/THEORY
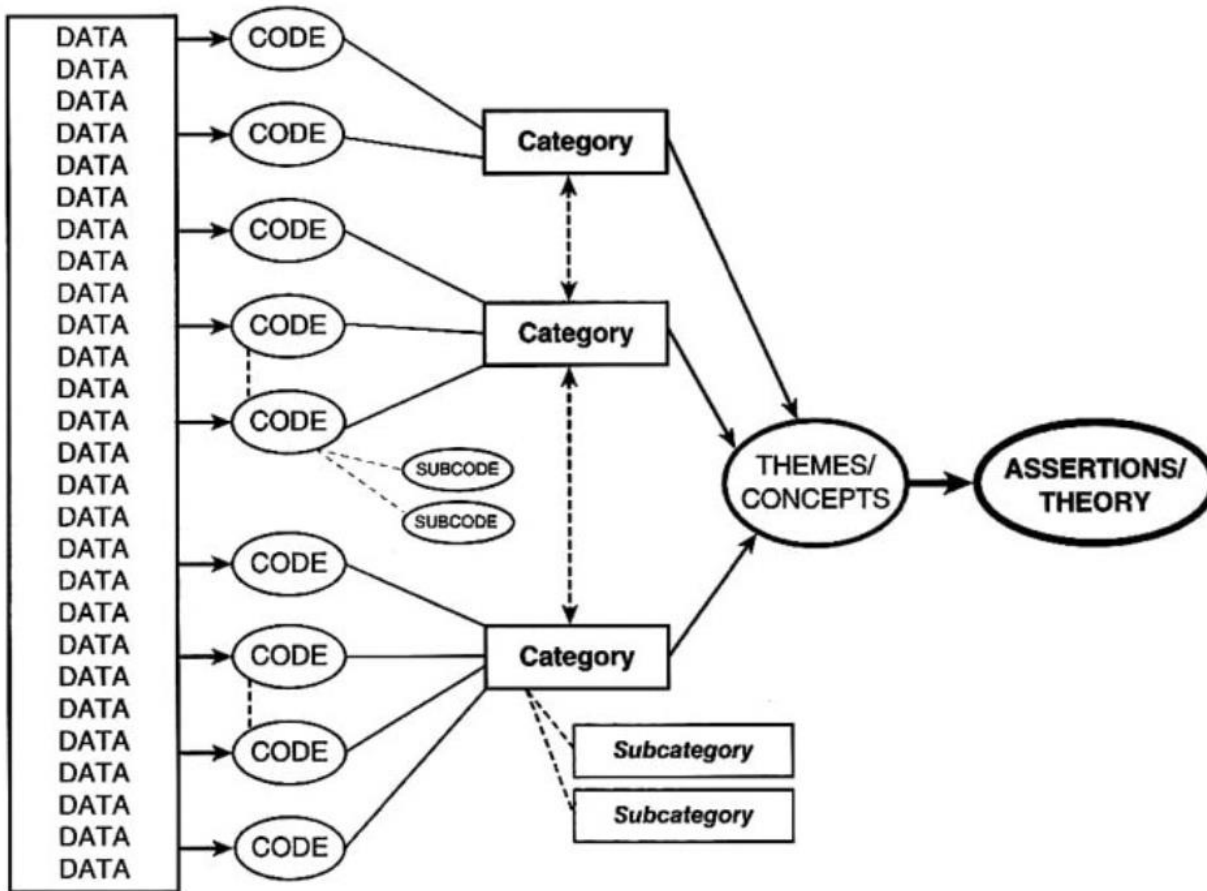
PARTICULAR → GENERAL

quick review!

Where to start: Process of refining codes for qualitative inquiry

quick review!

Generate ideas about the data

You begin to draw connections between codes.

Finalizing categories codebook

Open coding → Axial coding → Selective coding

Memoing

Also… Memoing
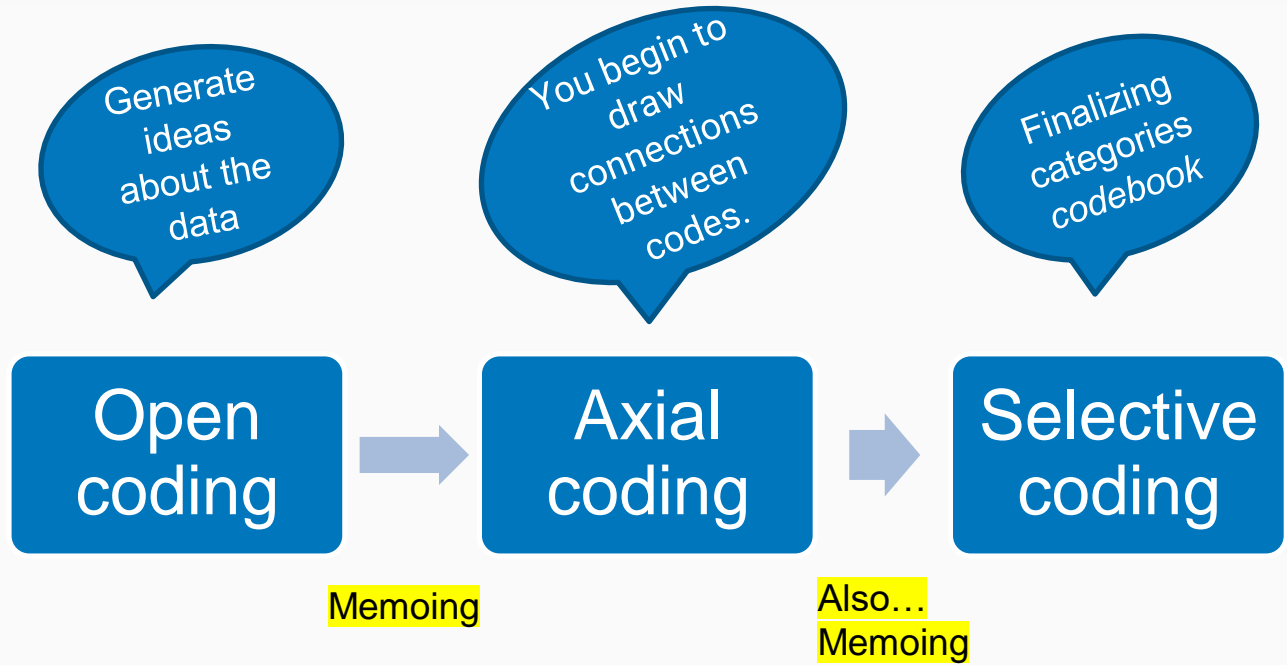
Great basic discussion and examples HERE
Excellent and short discussion of open, axial, selective coding HERE

Tools for Qualitative Analysis
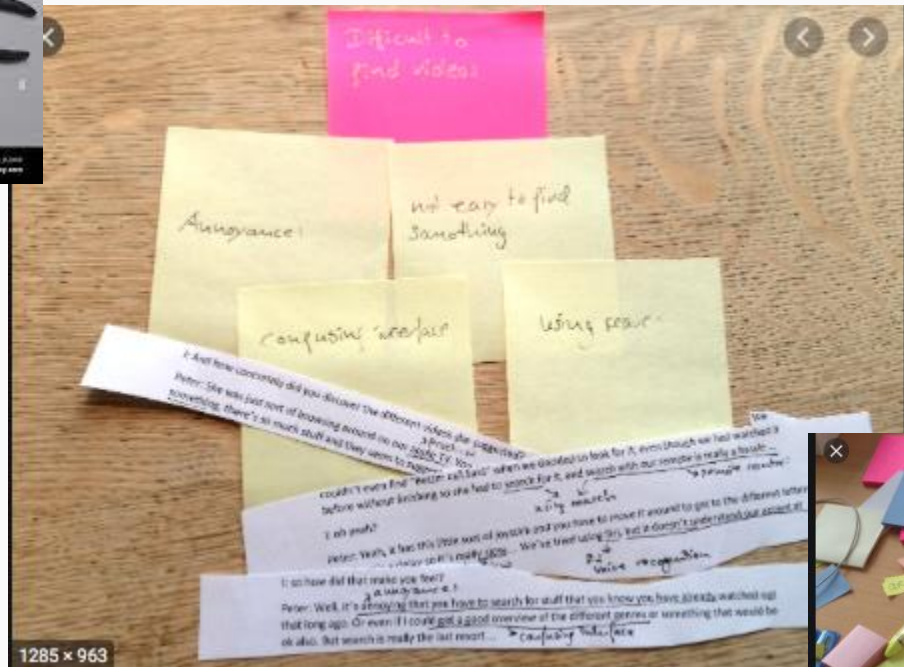
Material Tools

for qualitative analysis

Part of the analysis process
And visualizing…

Material analytic methods
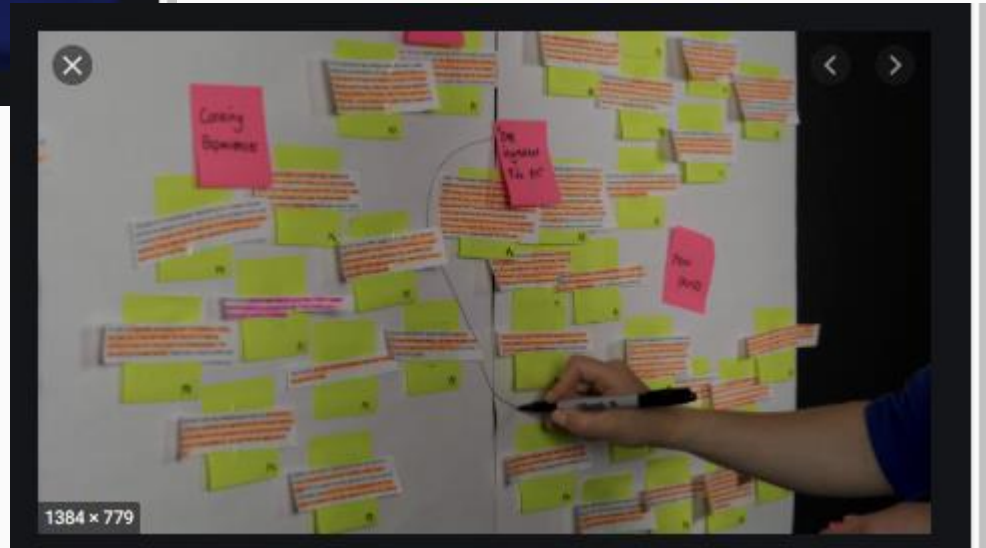
Beginning to establish codes and themes – next is needed memoing, and establishing stable codes.

Material analytic methods

Inexpensive and widely availalbe

MS Excel
MS Word

Qualitative analysis using Excel YouTube(Tutorial)

Excel spreadsheet of focus group interview, showing how comments were coded as anxiety or coping. The moderator comments were not coded 3.6 Within-Case Analysis 3.6.1 Step 6: Qualitative analysis of quantitative data

Inexpensive. easy to find/use software: MS Excel

Using Microsoft Excel to code and thematically analyse qualitative data: a simple, cost-effective approach. >>>>>>>>

Qualitative Data Using **MS Word Comments** by Karsten Knoch **HERE** Helpful blog post. Pretty extensive

inserting codes directly into document then using FIND feature to gather.

Inexpensive. easy to find/use software:
MS Word

9. Create a header row. Go to the top row of your table, and insert a row. Label that top row as specified in the top row of the sample table here.

Code	ID	Q #	Turn #	Data	Notes
				Your data is in this column.	

Code: You will use this column during Stage 3 to label and code emerging themes in the data.

ID: You will use this column to label the participant that is speaking. You should use a code number that you have assigned and tracked accordingly.

Q #: In this column, you will record the number of the question that was asked to elicit the participant's response in that row.

Turn #: This column is very important: It will allow you to sequence the text of the interview so that you will be able to quickly locate and track information within the interview. This feature is akin to what many in qualitative research refer to as a line number. I prefer the term *turn*, because sometimes the "turn" will be a line, a sentence, a passage, or a whole paragraph, for example. This is, in essence, the indicator of where this "chunk" is in your data.

Data: This column will contain the actual text from the data, divided into meaningful segments.

Notes: This column provides you space to record you personal notes, hunches, insights, and so forth. You can also use this column to make explicit links to the research questions driving your project if that's helpful.

Note: These are the minimum recommended columns. You may find it useful to add additional columns depending on your data, project, and personal preferences.

Code	ID	Q #	Turn #	Data	Notes
				Your data is in this column.	

Figure 14.2 Sample Coding Scheme

Figure 14.3 Sample of Master File Data through Stage 4

selected function qualitative analysis software

[15 Best Transcription Software In 2023 [Audio/Video To Text]](#) **(linked article)**

List of Top Transcription Software

Comparing Some Best Audio Transcription Software

#1) Rev

#2) GoTranscript

#3) Descript

#4) Otter

#5) The FTW Transcriber

#6) Audext

#7) Trint

#8) Express Scribe

#9) InqScribe

#10) Sonix

#11) SpeedScriber

#12) Temi

#13) Transcribe

#14) oTranscribe

#15) Scribie

#16) Amberscript

Transcription Software (audio & video)

Rev

The software integrates with YouTube, Vimeo, JW Player, and more platforms.

$ more a service – cost per minute

GoTranscript

Human-Based Transcription.

$ more a service – cost per minute

See
Elinor Ochs' (1979) Transcription as Theory

InqScribe

Simple and affordable transcribing.
InqScribe is a transcription software for Windows as well as Mac that supports audio and video files from your hard drive, flash drive, CD, server, or URL (HTML5).

They also offer a foot pedal for controlling media playback and allow exporting files in different formats, including Premiere, Final Cut Pro, DVD Studio Pro, YouTube, and XML. HTML, and more.The software is intuitive, simple, and highly useful at the same time. You can do mouse-free transcribing with the help of the keyboard and a USB foot pedal.

Much better for a researcher – may be other great options too!
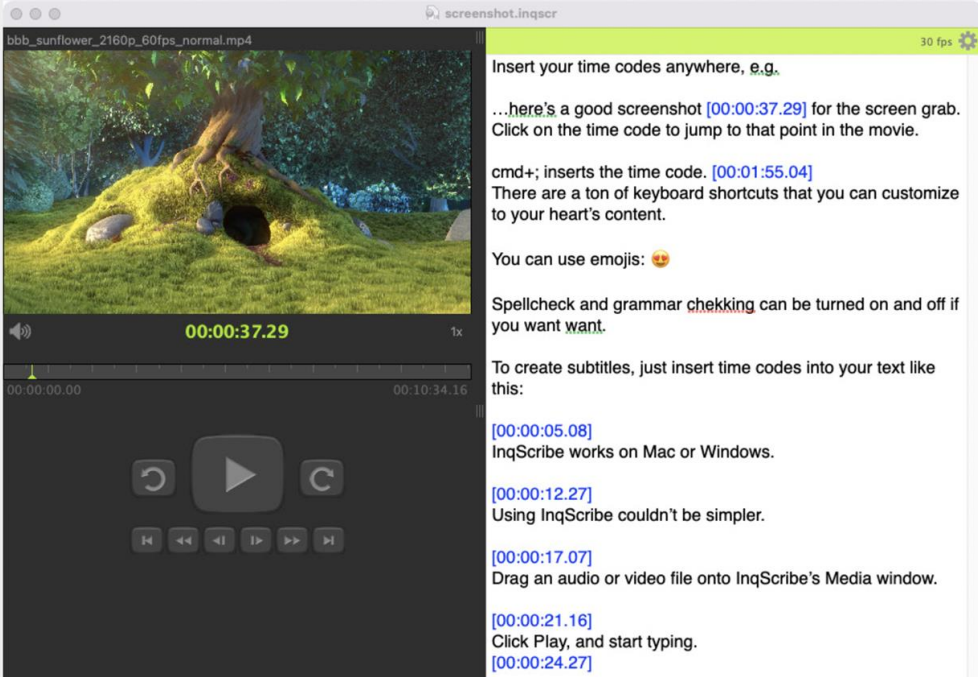
Look at various functions of Inqscribe ($99 for individual researcher license)

inqscribe digital media transcription software

Download   Support   Blog   Buy

Unifying Text & Media Control in a Single Window

The main InqScribe window integrates resizeable video display, a transcription (or annotation) field, and a complete set of media controls. Here are some key features:

screenshot.inqscr

bbb_sunflower_2160p_60fps_normal.mp4

00:00:37.29   1x

00:00:00.00   00:10:34.16

30 fps ⚙

Insert your time codes anywhere, e.g.

…here's a good screenshot [00:00:37.29] for the screen grab.
Click on the time code to jump to that point in the movie.

cmd+; inserts the time code. [00:01:55.04]
There are a ton of keyboard shortcuts that you can customize
to your heart's content.

You can use emojis: 😍

Spellcheck and grammar chekking can be turned on and off if
you want want.

To create subtitles, just insert time codes into your text like
this:

[00:00:05.08]
InqScribe works on Mac or Windows.

[00:00:12.27]
Using InqScribe couldn't be simpler.

[00:00:17.07]
Drag an audio or video file onto InqScribe's Media window.

[00:00:21.16]
Click Play, and start typing.
[00:00:24.27]

Overall Qualitative Analysis Software

What QDA can do for you:
Organize Annotate Search Display

What QDA cannot do for you:
Short answer is "**analyze**"
You still have to conceptually direct the analysis of your date.

ORGANIZE   ANNOTATE   SEARCH   DISPLAY
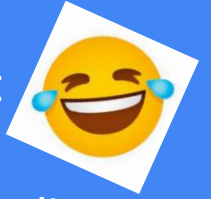
Super helpful and clear video!

QUALITATIVE DATA ANALYSIS SOFTWARE

NVivo
9.5 6.8 95
Compare

ATLAS.ti
8.8 7.2 93
Compare

Provalis Research Text Analytics Software
8.3 7.6 81
Compare
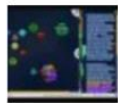
Quirkos
8.5 8.7 77
Compare

MAXQDA
8.7 7.9 71
Compare

Dedoose
8.4 6.7 62
Compare

Raven's Eye
7.8 8.4 60
Compare

Qiqqa
7.8 6.4 59
Compare

webQDA
7.9 6.4 57
Compare

HyperRESEARCH
7.8 7.4 55
Compare

Transana
7.5 5.8 55
Compare

F4analyse
7.7 7.5 48
Compare

Annotations
7.6 4.8 46
Compare

Datagrav
7.6 6.7 45
Compare

Basic functions common to most QDA programs, and to NVivo and ATLAS.ti in particular:

- **Coding**

  - Application of a maintained set of terms and short phrases linked to segments of text or audio/video that can be queried and gathered for comparative analysis.

- **Annotation**

  - Longer narrative notes attached to text or a/v segments, or to codes

- **Navigation / queries**

  - Quick access to codes and segments that can be brought together in panel views for comparison, advanced Boolean search options, and flexible interlinking of segments, codes, and annotation

- **Transcription**

  - Most QDAS facilitates transcribing audio and video, ideally maintaining the links between transcript and A/V segments.

- **Relationships/patterns**

  - Gathering codes, segments, and annotations facilitates pattern discovery and further description of relationships. Some QDAS support social network analysis techniques and visualization

- **Reporting / collating**

  - A range of reports using queries and filters to assemble data and annotations facilitates analysis and writing results.

- **Visualization**

  - Typically includes code tables, social network graphs, and annotated A/V clips.

- **Collaboration**

  - Shared access to data & analysis, facilitating comments and discussion, and tracking contributor actions and changes.

Affordances of NVIVO & ATLAS.ti
- **CODING**
- **ANNOTATION**
- **QUERIES**
- **TRANSCRIBE**
- **PATTERNS**
- **COLLATING**
- **VISUALIZE**
- **COLLABORATE**

ATLAS.ti
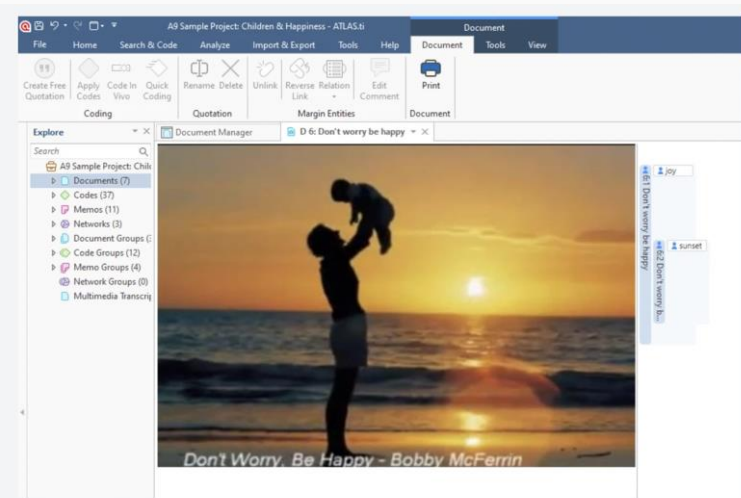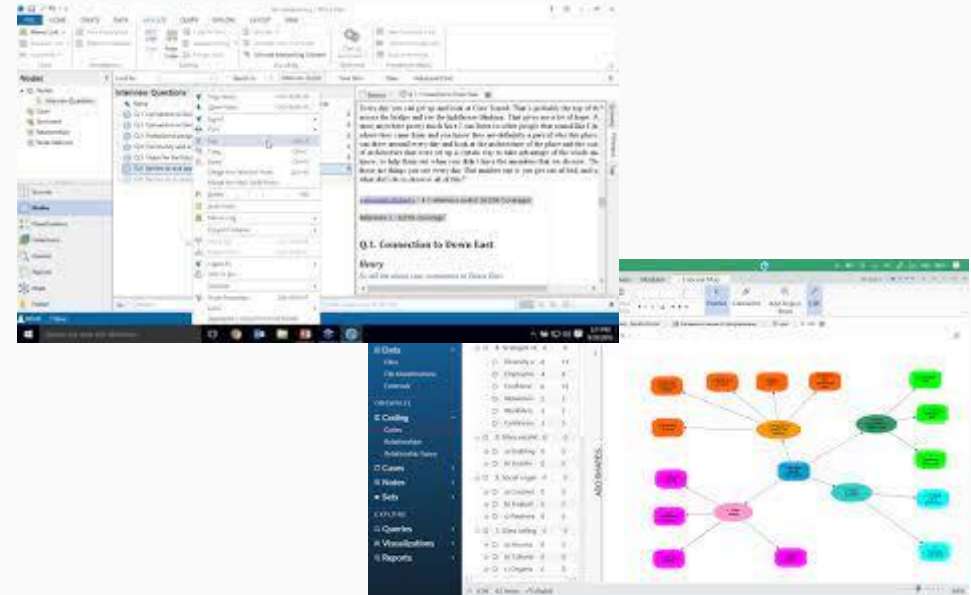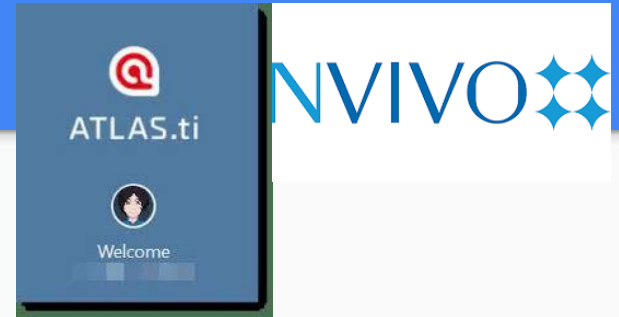
NVIVO

[Visit ATLAS.ti](#)

[Visit NVIVO](#)

Figure 4: Coding pictures in ATLAS.ti. Qualitative methods often involve analysis of non-textual data.

These are two powerful QDA tools: There are others – which is best for you?

ResearchGate discussion over NVIVO vs Atlas

Side by Side Comparison web page

Questions?
QDA experiences to share?

Thank you for attending. I am happy to talk with you on an individual basis.

You can schedule a meeting **HERE** or email me at

aconsalvo@uttyler.edu

Visit the resources bank of the ORSS. See especially several excellent recorded webinars on Qualitative Research.