Digital Tools for Qualitative Data Analysis

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http://guides.nyu.edu/dataservices
Digital Tools for Qualitative Research

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guides.nyu.edu/QDA

I. Atlas & NVivo: QDA Software
II. NCapture: TEXT & Social Media
III. NYU Stream: TEXT & Translation Software
IV. Qualtrics: Open Ended Questions
V. Gephi: Social Networks for QDA
Qualitative Data Analysis Software (QDA)

Sarah DeMott, PhD

guides.nyu.edu/QDA

Atlas.Ti, NVivo

QDA Software v. Traditional Qualitative Analysis

- Discovery of Conceptual Outputs: Relationships, Discursive Patterns, Themes
- Discovery of Measurable Outputs: Frequencies, Scales, Directionality
- Data Management Perspective: Organizing Your Source Material
What QDA Does

Coding
Assigning Concepts

Classifying
Store Description Information

Memos
Writing & Describing Conceptual Ideas

Diagram
Articulating Connections, Relationships, Patterns
Introduction to NVivo 11 (Windows)

* Note: NVivo Mac Version is NOT Parallel
NVivo Research Cycle

- Review
- Merge
- Refine

- Models
- Matrices
- Charts

- Key Ideas
- Reflect
- Link

- Text Search
- Word Frequency
- Matrix
- Coding Comparison
Atlas.Ti
Qualitative Data Analysis (QDA)

![Figure 3: Welcome document](image)
Primary Documents in QDA Research

1. Here is the Atlas.ti software icon. Double click on a desktop shortcut or find the program under scientific software.

2. If you have opened Atlas.ti and want to start add documents to a new project, click Add Documents.

3. Select Add File(s)
Codes

Johnny Saldaña. *The Coding Manual for Qualitative Research*

**Coding: Identifying Fragments - Pieces - Segments**

- **Code Bank** - create a designated list of codes
- **Free Codes** - spontaneously code as you go
- **Auto Coding** - code using Keyword Search Function
What is Coding...

- **Inductive reasoning** - is *probable*, based upon the evidence given (bottom-up logic)
  - Expanding on the logic & evidence given
- **Deductive reasoning** - links premises with conclusion (top-down logic)
  - A conclusion is reached by applying general rules that hold over entirely of a closed domain of discourse, narrowing the range under consideration until only the conclusion(s) is/are left
QDA: Creating a Code Books

Code Book

- Highlighting Themes
- Tagging Concepts
- Iterative Process
- Counting
- Multiple Coders
Coding (right click)
Assigning Classification / Attributes

Age (Age:: <30)

Gender (Gender:: Male)

Document Type (TypeDoc:: Interview)

Year of Collection (Year:: 2011)

Location (Location:: Rural)

Site Location (Site:: NYC)
Memoing: Written dialogue with record - question - insights - ideas - engaging

- Write analytic memos about your selected quotes
- Write about your codes
- Write a note to other research partners
- Making conceptual connections between findings & literature review
Ways to Analyze

Output of Codes (con’t)

- In Atlas.ti select Codes
- Select Report
- Select All Content with Quotations
Ways to Analyze

Collating in Excel

- In Atlas.ti under Analysis
- Select Codes-Primary Document Tables
- Double click on codes and PD
- Create Report
QDA: Output

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
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<td>CODES-PRIMARY-DOCUMENTS-TABLE</td>
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<td></td>
<td></td>
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</tr>
<tr>
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<td>Report created by Super - 07/06/2016 08:44:29 PM</td>
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<tr>
<td>8</td>
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<td>P: 2: WhiteViazzi_Jane</td>
<td>P: 3: Baum_Hilary</td>
<td>P: 4: Coliccio_Tom</td>
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<td>5</td>
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</table>
QDA: Output (Visualizations)
QDA: Output (Visualizations)
QDA: Output (Network View)

*Codes shared between interviews
# QDA: Word Count

<table>
<thead>
<tr>
<th>Word</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>food</td>
<td>30.7</td>
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<tr>
<td>gravy</td>
<td>3.8</td>
</tr>
<tr>
<td>meat</td>
<td>1.4</td>
</tr>
<tr>
<td>always</td>
<td>0.6</td>
</tr>
<tr>
<td>back</td>
<td>0.6</td>
</tr>
<tr>
<td>things</td>
<td>0.6</td>
</tr>
<tr>
<td>lot</td>
<td>0.6</td>
</tr>
<tr>
<td>want</td>
<td>0.5</td>
</tr>
<tr>
<td>didn't</td>
<td>0.5</td>
</tr>
<tr>
<td>go</td>
<td>1.2</td>
</tr>
<tr>
<td>night</td>
<td>0.5</td>
</tr>
<tr>
<td>time</td>
<td>0.5</td>
</tr>
</tbody>
</table>

*Note: The numbers represent the frequency of the words in the analyzed text.*
QDA: Text Search
Query: Text Search Query
Web Crawling & Gathering

Social Media

[Facebook icon] [Instagram icon] [Twitter icon]
QDA: Web Scraping

Twitter: #foodstudies2016

- Association for the Study of Food and Society
- The Agriculture, Food and Human Values Study
- The Canadian Association for Food Studies
NCapture

HOW DO YOU ATTACH NCAPTURE TO A WEBSITE?

- **Add a web browser extension by downloading it onto CHROME -or- EXPLORER**
- **GOOGLE Search: “WHAT IS NCAPTURE?”**
  - (bottom of page - link to download)
NCapture

NCapture enables you to quickly and easily capture content like web pages, online PDFs, Twitter tweets and Facebook posts for import into NVivo 10 for Windows, NVivo 11 Pro for Windows, NVivo 11 Plus for Windows and the latest version of NVivo for Mac.

NCapture allows you to capture:
- Web pages and online PDFs.
- Facebook wall posts and comments.
- Tweets from Twitter and other microblogs.

Additional Information
Version: 1.6.2020
Updated: February 25, 2018
Size: 68KB
1stsoftcom Software

Example of imported Facebook content as a dataset.
TWITTER (with NCapture)
Sources
NYU Stream
Transcription Software

NYU Data Services

guides.nyu.edu/QDA

- Overview of Captioning Feature in NYU Stream
- Benefits & Challenges of Using Transcription Software
- Working with IRB
- Storage
TRANSCRIPTION SOFTWARE: NYU Stream

https://stream.nyu.edu/
Gephi
Access to QDA Software (*Note Mac v. Windows)

**Atlas Educator’s Rate**
- Software Purchase
  - Single Copy
- Educational License: $670
- NYU VCL for Students
- Student Rate: $99
  - 2 Year License
- Limited Trial Version

**NVivo Educator’s Rate**
- Annual License
  - 2 Copies
- Educational License: $950
- NYU VCL for Students
- Student Rate: $120
  - 12 Month License (Pro)
- 14 Day Trial
## Access to QDA Software (*Note Mac v. Windows*)

### Atlas Educator’s Rate
- **Software Purchase**
  - Single Copy
- **Educational License**: $670
- **NYU VCL for Students**
- **Student Rate**: $99
  - 2 Year License
- **Limited Trial Version**

### NVivo Educator’s Rate
- **Annual License**
  - 2 Copies
- **Educational License**: $950
- **NYU VCL for Students**
- **Student Rate**: $120
  - 12 Month License (Pro)
- **14 Day Trial**
Access to QDA Software: NYU Data Services Lab

NYU Data Services Computer Lab

- NYU Bobst Library, 5th Floor
- Sun-Sat 7am-1am
  - Library Stacks
- Reserve a Computer Work Station
- Register for a Tutorial
- Schedule an In-Class Tutorial
- Appointment for Research Consultant
- Calendar