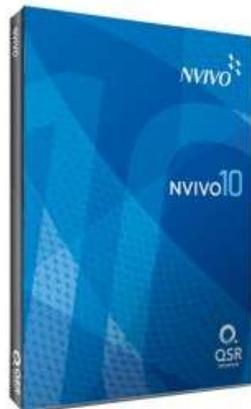
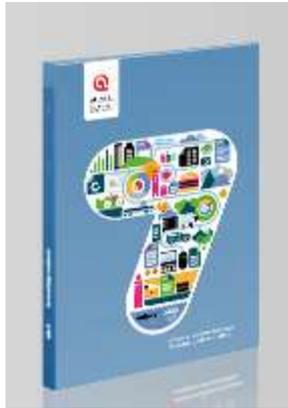


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South Texas College

TAIR Conference 2013

# Analyzing Qualitative Data in an Educational Setting

# Technology & Qualitative Research: What tools do you really need?



# Technology: Before the analysis

- Livescribe Smartpen
- Digital recorder
- Transcribing machine

# Smartpen



- Echo - Basic model
  - 2gb to 8gb
  - Refurbished models range from \$69 to \$99
- SKY wifi Smartpen
  - 2gb to 8gb
  - \$169 to \$249

# Transcribing



- Software
  - Allows you to slow down recording or speed it up
- Earphones
- Foot pedals
  - Allows hands-free for rewinding, fast-forwarding, and pausing

# CAQDAS: Computer assisted qualitative data analysis software

## FREE/OPEN SOURCE SOFTWARE

- Coding Analysis Toolkit (CAT)
- Compendium
- WordExpander\*
- Connected Text\*

## PROPRIETARY SOFTWARE

- Atlas.ti
- NVivo
- QDA Miner

## SOFTWARE YOU MAY ALREADY HAVE

- Microsoft Excel\*
- Microsoft Word\*

\*Not specifically designed for qualitative analysis

# What types of Qualitative Data do you collect?

- Transcripts from Interviews & Focus Groups
- Field notes
- Articles (literature review)
- Photographs
- Videos
- Social Media information

# Microsoft Word

The screenshot displays the Microsoft Word application window titled "TAIR Transcripts #2 - Microsoft Word". The ribbon is set to the "Home" tab, showing the Font, Paragraph, and Styles groups. The Font group includes options for font face (Calibri), size (11), bold, italic, underline, and text color. The Paragraph group includes options for bullet points, numbering, and indentation. The Styles group shows the "Normal" style selected. The Editing group includes Find, Replace, and Select options.

The main document area contains the following text:

3: When we get into the program we'll hopefully we have an idea of what the instructors might ask how everything in detail, perfection like the way he wanted it

Facilitator: Ok so what are the most important things that you learned in the course?

1: We learn things about ourselves. We learn like how to study. What is most effective way of like retaining the information? What type of learners we are, do we learn more by just hearing it do we learn more by writing and do we need to read it a couple of times? I have taken classes at PANAM and like she said they really did spoon feed you the information and it's, you learn how to be more organized if a professor asks for something you get it in, you get it in that day the way he wants it if he wants it online you will do it online, if he wants it in front of him you give it to him in front of him, if he wants it exactly five pages you do it exactly five pages and it's, you learn how to be precise

Facilitator: So you think that those demands and those expectations that he had for you were hard to fulfill?

4: You kick and scream most of the way, but at the end you know like you are studying in here and I mean I was complaining about the class just a few days ago like oh my god there is so much to do today, but just sitting in his class I know I got something out of it was worth it.

Facilitator: And what do you think you got out of it?

4: A lot of the stuff I guess you would go through the book and like you think of it college success like everything is common sense and whatever and especially it is really different from other college success classes, like oh this is where the library is and this is what you learn from here and these are these

The left-hand side of the window shows the "Navigation" pane with a search for "study". It displays "1 of 11 matches" and lists several search results, with the first one highlighted:

- things about ourselves. We learn like how to study. What is most effective way of like retaining
- the way, but at the end you know like you are studying in here and I mean I was complaining about
- from here and these are these people, but like study skills you think like well in high school a
- well in high school a lot of people didn't study a lot of people like got through high school
- of people like got through high school without studying and then you get into college and it is an
- an eye opener like oh crap I actually have to study now and how do I study you know and you just
- crap I actually have to study

The status bar at the bottom shows "Page: 1 of 8", "Words: 1/3,377", and "English (U.S.)". The Windows taskbar at the very bottom shows the Start button and several open applications: "TAIR Presentation - ...", "Livescribe :: Never Mi...", "TAIR Transcripts #2 - ...", and "untitled - Paint". The system clock shows "10:03 AM".

# Sources

The screenshot displays the NVivo software interface for a project named "Sample Project.nvp". The interface includes a ribbon menu with tabs for File, Home, Create, External Data, Analyze, Query, Explore, Layout, and View. The Sources pane on the left shows a tree view of project components, with "Sources" highlighted. The main workspace shows a search for "Internals" with a table of results.

Name	Nodes	References	Created On	Created By	Modified On	Modified By
Overview of Sample Project	0	0	7/21/2010 2:37 PM	WWS	5/27/2012 5:58 PM	WWS

A yellow arrow points to the "Sources" button in the left-hand navigation pane.

# Nodes (Codes)

The screenshot displays the NVivo software interface for a project named "Sample Project.nvp". The interface includes a ribbon menu with tabs for File, Home, Create, External Data, Analyze, Query, Explore, Layout, and View. The left sidebar shows a tree view of nodes, with "Nodes" expanded to show "Autocoded Responses", "Autocoded Social Media", "Places and People", "Relationships", and "Node Matrices".

The main workspace shows a search for "Nodes" with a search bar and buttons for "Find Now", "Clear", and "Advanced Find". Below the search bar is a table of nodes:

Name	Sources	References	Created On	Created By	Modified On	Modified By
Altitude	17	992	5/15/2010 3:05 PM	WWS	6/29/2010 4:31 PM	WWS
Balance	6	16	5/17/2010 9:57 AM	WWS	8/30/2010 1:14 AM	WWS
Community	18	101	5/15/2010 2:38 PM	WWS	8/25/2010 11:18 PM	WWS
Economy	25	303	5/15/2010 2:38 PM	WWS	3/15/2011 10:16 PM	WWS

Below the table, a search for "Negative Tweets [2]" is shown. The results are displayed in a list view, showing references to the "Balance" node. The first reference is highlighted with a yellow arrow pointing to the "Balance" node in the table above. The second reference is also highlighted with a yellow arrow pointing to the "Balance" node in the table above.

The list of references includes:

- Reference 1 - 0.56% Coverage: @Frank\_B\_Fishn. I agree it's over for #shrimp in #CarteretCounty 90% of the shrimp comes from Vietnam, Thailand and South America we can't compete
- Reference 2 - 0.56% Coverage: @Shrimp73. All the #shrimp will end up being imported anyway - it's over for #CarteretCounty
- Reference 3 - 0.56% Coverage: @CoastWatchCulture. I'm worried about the heavy industry planned for Morehead Port and it's in apact on #CarteretCounty #shrimp
- Reference 4 - 0.56% Coverage: @Water\_Angel. You might create a job with one hand, but you kill off two #fishing jobs with the other #CarteretCounty
- Reference 5 - 0.56% Coverage: @WaveJum p4. It can't go on much longer, there won't be any open coastland left in #CarteretCounty. Too many retirees and their #development

The bottom of the interface shows a taskbar with the Windows Start button and several open applications: "TAIR Presentation - ...", "Free NVivo eDemo - V...", "TAIR Transcripts #2 - ...", "untitled - Paint", and "Sample Project.nvp - ...". The system clock shows "10:23 AM".

# Visualization

Sample Project.nvp - NVivo

File Home Create External Data Analyze Query Explore Layout View

Navigation View Find Quick Coding Dock All Undock All Close All Annotations See Also Links Relationships Framework Matrix Classification Report Previous Next Color Scheme

Workspace Window List View Coding Highlight Detail View Reference Visualization

Sources

- Internals
  - Area and Township
  - Interviews
  - News Articles
  - Project Administration
  - Social Media
  - Linked Online Resourc
  - Survey
- Externals
- Memos
- Framework Matrices

Look for: Search In Interviews Find Now Clear Advanced Find

Interviews

Name	Nodes	References	Created On	Created By	Modified On	Modified By
Barbara	41	186	5/27/2010 6:03 AM	WWS	7/21/2010 3:32 PM	WWS
Betty and Paul	15	49	5/26/2010 10:49 PM	WWS	9/26/2010 7:58 PM	WWS
Charles	32	134	5/27/2010 6:03 AM	WWS	8/25/2010 11:18 PM	WWS
Dorothy	34	123	5/27/2010 6:03 AM	WWS	8/25/2010 11:18 PM	WWS

Barbara

[Click to edit](#)

Interview with Barbara on February 19<sup>th</sup>, 2009 at her home in Bettie, North Carolina. Barbara writes cooking curriculum materials and does earth science environmental consulting work for soil scientists.

**Q.1. Connection to Down East**

**Henry**  
*Tell me about your personal and family history in Down East. How long have you or your family been living Down East full time or part time?*

**Barbara**  
 My family moved here when I was two years old in 1969. My parents still live here. They live down in Gloucester. But I was raised in Beaufort, in town, and went to Beaufort Elementary and middle school and high school, then moved away for college. So I've lived here most of my life although I've moved away.

Coding Density

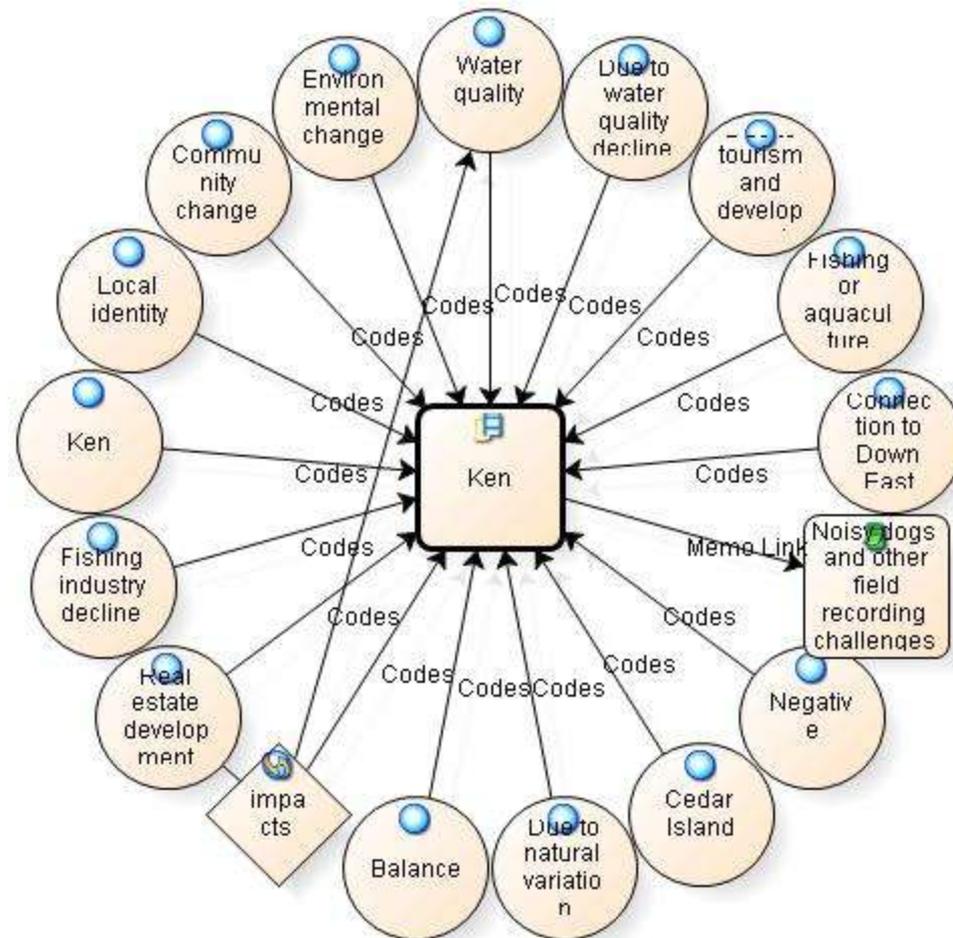
Community  
 Natural environment  
 Real estate development  
 0.4 Community and Environmental Change  
 Attitude  
 Economy

In Nodes Code At

MJA 14 Items Nodes: 41 References: 186 Read-Only Line: 62 Column: 10 100%

start TAIR Presentation - ... Free NVivo eDemo - V... TAIR Transcripts #2 - ... untitled - Paint Sample Project.nvp - ... 10:38 AM

# Modeling



# What about Mixed Methods?

## Mixed Methods with NVivo

### Qualitative

Coding of Text  
Audio, Video,  
Image Data, Web  
Pages, and Social  
Media

Open-Ended  
Survey and  
Interview Responses

Transcribing tools for  
Audio and Video

### NVivo

Import/Export from Excel,  
text and database files

Open-Ended and Fixed  
Response Questions

Within and Between Group  
Analysis of Coding

Text Analysis

Kappa Coefficient

Cluster Analysis of Word and  
Coding Similarity

### Quantitative

Descriptive  
Statistics

Inferential  
Statistics

Meta-Analysis