

# COMP6049

Qualitative research analysis

<http://www.edshare.soton.ac.uk/6367/>

# today

- Quick overview
- Exercise in data analysis
- Discussion of ways of recording and analysing

# Analysing qualitative data

## Qualitative Data?

- surveys – free text responses
- Semi structured interviews
- Focus groups
- Texts
- Sources from the 'wild'
- ...video, images

# Analysis tools

Marginal notes

Post its and index cards

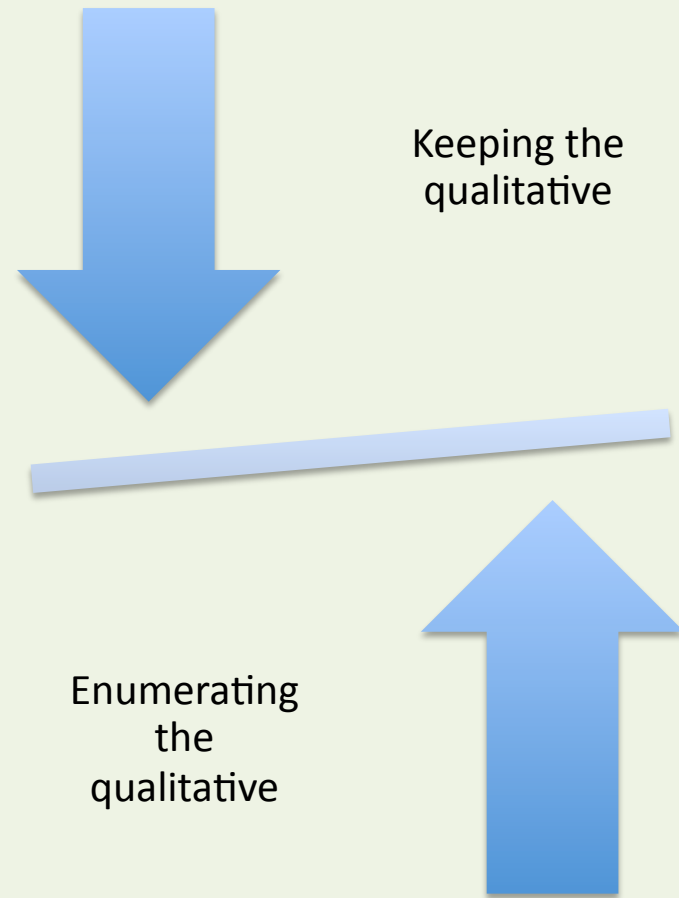
Spreadsheet  
(capturing from previous)

Hypertext  
your choice  
e.g. wiki?

Specialised software  
E.g. Nvivo

# Basic analysis

- Getting to know the text
  - Read
  - Identify ‘features’
  - Note
  - Categorise
  - Reflect/learn
- Debate – do we count what we see?



# Exercise

- Full handout is in EdShare

<http://www.edshare.soton.ac.uk/6367/>

1. Read the transcripts, individually review, analyse and 'code' the data ( individually and in pairs)
2. Watch the actual videos
3. Look at the analysis/conclusions which the researchers drew

# Stalker site

You are here: [E4L ICS Home](#) :

## : Stalker site (Bobby)

Female at a higher education institution talking about MySpace and Facebook.



### Transcript

I use them both for the same thing. I haven't actually used MySpace since I left College. (Researcher asks) Why's that? (Bobby responds) Since I got on Facebook, I think it's easier to use. They're sort of the same thing, but with MySpace you have to create a profile. With Facebook it's all set up. I just think Facebook's better to be honest, but it's like a stalker site because it tells you what everyone's doing, like so-and-so's added new photos, so-and-so has written on your wall. (Researcher asks) Do you find it a bit much then? (Bobby responds) I think it's more interesting. You can join groups as well. There's Facebook groups obviously for

<http://wb2.northampton.ac.uk/e4l/video.php?id=72>

# Darklight Familiarity - Daunting

## **Familiarity : Daunting (Gabrielle Montez)**

Female undertaking an adult and community learning course



### **Transcript**

I think it's just the getting started bit with new stuff and getting it set up, it's a bit daunting at times, but I think once you're set up on something then it's fine but I think that's the initial, yes, I'd like to try it, but I'm not sure, it looks a bit scary. That would probably be the only reason really. Having someone with me who knows what they're talking about as well.

<http://wb2.northampton.ac.uk/e4l/video.php?id=50&catid=7&themeid=2>



# Darklight Familiarity Demotivating

You are here: [E4L ICS Home](#) : [Darklight](#)

## Familiarity : Demotivating (Mrs Yeti)

Female undertaking an adult and community learning course



### Transcript

If I look at the Chinese, I found it very demotivating when I was trying to teach myself that I couldn't get the tones, I just couldn't hear them, so for that I made the decision that I needed other people around me. I needed to try a different style and that's worked and a lot of that is having an actual tutor in front of you whose asking the right questions. So I think that didn't need technology, but technology could have provided that if say somebody had said, if you log on we'll take you through this assessment and we'll work out where you're struggling in trying to teach yourself this particular thing - okay this is what we recommend. Then they could

<http://wb2.northampton.ac.uk/e4l/video.php?id=45&catid=7&themeid=2>

# Darklight: Familiarity Versions

You are here: [E4L ICS Home](#) : [Darklight](#)

## Familiarity : Versions (Bobby)

Female at higher education institution taking about a challenging moment when using technology.

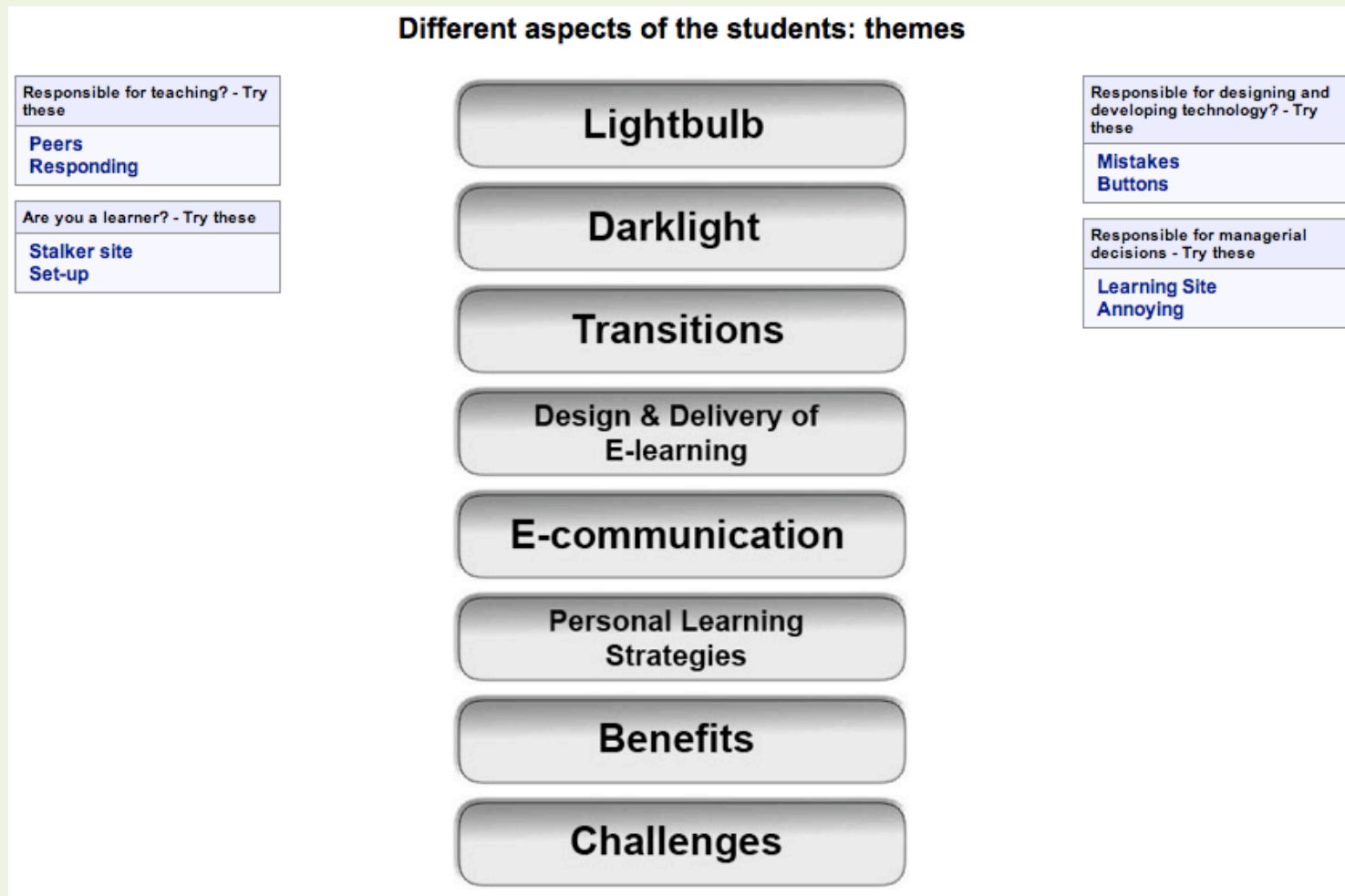


### Transcript

I have. It was big and it was important. It was my AS Food coursework project. The problem was with the version of Word, you know sometimes the versions of Word and PowerPoint they don't necessarily work, like the version I've got on my home computer and the one we had at college they were the same, Microsoft 2003 or something, but my grandma had the 97 version I think. It opened fine on her computer, I did some work, saved it, went back to open it at home or at school and it wouldn't open. I tried and tried and I couldn't get it to work so in the end I told my teacher and said look, this has happened, I can't get it to work. I went to see the IT people and it

<http://wb2.northampton.ac.uk/e4l/video.php?id=16&catid=7&themeid=2>

# Some of the categories



<http://wb2.northampton.ac.uk/e4l/>

# Other approaches

**DIGITAL ETHNOGRAPHY**  
@ Kansas State University

Feed on Posts Comments



**Making School Real - 1898**  
Apr 8th, 2010 by Prof Wesch

from "The School and Real Life" by Herman T. Lukens 1898

mark the other day that she thought it about time that we were appropriating some money to take the country children to see the great human hive in the city. Both city and country children, and older people, too, need these excursions. In fact, this acquaintance with the different human industries is the wisest, broadest, and most solid education. Its moral value is immense, and its industrial value is incalculable.	are teaching our children to talk and write when they have nothing to say, and to expand that nothingness to meet the requirement of minimal length of essay. Nothing could be worse for the learning of good English. What every one needs is to learn condensation to express as much as possible in the fewest words. If our pupils corresponded by telegrams, they would learn to use stronger English.
mark the other day that she thought it about time that we were appropriating some money to take the country children to see the great human hive in the city. Both city and country children, and older people, too, need these excursions. In fact, this acquaintance with the different human industries is the wisest, broadest, and most solid education. Its moral value is immense, and its industrial value is incalculable.	are teaching our children to talk and write when they have nothing to say, and to expand that nothingness to meet the requirement of minimal length of essay. Nothing could be worse for the learning of good English. What every one needs is to learn condensation to express as much as possible in the fewest words. If our pupils corresponded by telegrams, they would learn to use stronger English.

**ABOUT Us**  
a Kansas State University working group led by Dr. Michael Wesch dedicated to exploring and extending the possibilities of digital ethnography.

**what am I doing...**  
Great timing. Let's hope the city commission stands on the side of human rig... (YouTube [http://youtu.be/k\\_P8bDinxg?a](http://youtu.be/k_P8bDinxg?a))

<http://mediatedcultures.net/ksudigg/>

# Software in Southampton

- **QSRNvivo 8 sp2 to UDE workstations has been available since *November 2008***
- Qsr Nvivo 8 sp2 software will be made available to public-workstation computers in B58 room 1049 and B58 room 1045
- Following successful testing, the software will be deployed to public-workstation computers that had the old version of Nvivo (selected rooms at B58, B44, Avenue, B67, B2)

# Nvivo on PCs

University Links: Home |

UNIVERSITY OF  
Southampton

iSolutions

Home | Your Account | Support & Downloads |

## QSR NVivo availability

Qualitative data analysis software.

### Licence conditions

The normal CHEST licence conditions apply and therefore these products may be installed and used by all members of the University for academic purposes. In addition the special condition that the products may be used on computers that "are and remain within the United Kingdom and Eire" should be noted.

### Software updates

Software updates for these products may be found at [QSR International](#).

### Licence codes

Licence codes for the products can be found on the download page in the product information links.

[Click here to proceed to the download page](#)[Return to product list](#)

Freedom of Information | Terms and Conditions | Phone Book | University Contacts | Last reviewed: 08/12/2010 by tepb

University of Southampton, University Road, Highfield, Southampton SO17 1BJ | Tel +44 (0)23 8059 5000 | Fax +44 (0)23 8059 3939

<https://www.software.soton.ac.uk/>

# Grad School Training

University Links: [Home page](#) | [Site map](#) | [Accessibility](#)

## Researcher Development & Graduate Centre

UNIVERSITY OF  
Southampton

[Home](#) [Graduate Development](#) [Public Engagement](#) [News & Events](#) [Funding](#) [Resources](#) [PGR Societies](#) [International Research Students](#)

Search

This site  University

### Graduate Development

[Induction Events](#)

[Managing Your Learning](#)

[Demonstrator & Teacher Training](#)

[Entrepreneurial Interns](#)

[Training Venues](#)

[National Policy](#)

### Training Directory

[Knowledge & intellectual abilities](#)

[Personal effectiveness](#)

[Research governance & organisation](#)

[Engagement, influence & impact](#)



## NVIVO8 – a 2 day course

### Course Description

This course concerns the qualitative data analysis package NVivo. This two day hands-on session will provide a thorough overview of the software and hands-on practice in the basic tasks required to get started in a real project. The first day will concentrate on becoming familiar with the software and practising tasks on sample data without it 'mattering'. Some tasks will be demonstrated only, depending on time. Hands-on tasks will concentrate on project planning, data preparation and organisation, early coding tasks, basic retrieval and output options and efficient ways of backing up and moving work.

On Day two participants will start a real project using their own data. If primary qualitative data has not yet been collected it will be fine to use a selection of relevant literature files for this purpose. The second day is more informal with individual participants progressing at their own pace. There will be plenty of time for each participant to discuss their individual projects with the tutor. Participants need to have an idea of their methodological approach as this course does not cover "how to do qualitative analysis", although aspects of diverse analytic strategies will be covered as we discuss software tools.

### Recommended for:

All Postgraduate Research students

### Dates for 2010/11:

Thursday 21st + Friday 22nd October 2010

Thursday 25th + Friday 26th November 2010

Thursday 16th + Friday 17th December 2010

Thursday 17th + Friday 18th March 2011

Monday 21st March + Tuesday 29th March 2011

Thursday 19th + Friday 20th May 2011 - CANCELLED

University news:

News feeds

# Nvivo

QSR International

Deutsch | Español | Français | Português | 中文 | 日本語

Quick Order | Shopping Cart (0 items) | Search  GO

HOME WHAT IS QUALITATIVE RESEARCH? PRODUCTS SERVICES SOLUTIONS SUPPORT TRAINING AND EVENTS NEWS ABOUT QSR CONTACT

Free Trial Software How to Buy NVivo 9 NVivo Server 9 XSight Books and Manuals Previous Products Shopping Cart

## NVIVO 9

### NVivo 9 home

- ▶ Overview
- ▶ Features and benefits
- ▶ System requirements
- ▶ Free trial software
- ▶ Upgrading to NVivo 9
- ▶ Pricing

### Information for

- ▶ Education
- ▶ Commercial
- ▶ Government

### Support and training

- ▶ Getting started
- ▶ Tutorials
- ▶ Frequently asked questions
- ▶ Training and events
- ▶ Search the knowledgebase
- ▶ Contact Support


NVivo 9's powerful analysis tools guide you from questions to insights. Organize and analyze your information. Explore and visualize. Justify your findings. Share your work with others.

NVivo 9 is software that helps you to work with unstructured information like documents, surveys, audio, video and pictures - so that you can ultimately make better decisions.

Whatever your materials, whatever your field, whatever your approach, NVivo provides a workspace to help you at every stage of your project.

### Introducing NVivo 9

Discover how its features and capabilities can be used on your next project.

 [PLAY VIDEO](#)

### NVivo 9 highlights

- Import and work with with documents, PDFs, spreadsheets, audio, video and pictures.

### What's new in NVivo 9?

- Analyzing survey responses? Work with data in spreadsheets and database tables.

### NVivo 9 tutorial

Our introductory tutorial overviews the main features in NVivo 9.

▶ [Play tutorial](#)

### Quick links

- ▶ [NVivo 9 product brochure](#)
- ▶ [NVivo 9 software screens](#)
- ▶ [What's new in NVivo 9?](#)

[http://www.qsrinternational.com/products\\_nvivo.aspx](http://www.qsrinternational.com/products_nvivo.aspx)



# CAQDAS – support and training



## Home

## About Us

## QUIC

- Online QDA collaboration
- Research
- Capacity Building
- Publications

## Training

- Events Calendar
- Awareness Raising Seminars
- One Day Intro Training
- Two Day Intro Training
- Methodological Seminars

## Support

- Choosing Software
- Planning for Software Use
- Team Working
- Analysis Tools & Software

## What is the CAQDAS Networking Project?

We provide practical support, training and information in the use of a range of software programs designed to assist qualitative data analysis. We provide platforms for debate concerning the methodological and epistemological issues arising from the use of such software packages and conduct research into methodological applications of CAQDAS under our new research project; **Qualitative Innovations in CAQDAS (QUIC)**. QUIC builds on the work the CAQDAS Networking Project have been undertaking since 1994 to further explore technological and methodological developments in qualitative software and provide additional training and capacity building opportunities to fill identified gaps in support for software users.

**We have no commercial links to any software developer or supplier.** The project is in receipt of its seventh consecutive term of funding by the UK Economic and Social Research Council (ESRC). Our research project, **QUIC** is currently funded by the ESRC **National Centre for Research Methods (NCRM)**.

## The CAQDAS Networking Project and Online QDA

The CAQDAS Networking project resource is closely connected to the **Online QDA website**, based at Huddersfield University. The two resources have been developed in close collaboration and are intended to provide a rounded service to qualitative researchers. For more information on our collaboration and the relationship between the two websites please see **Online QDA Collaboration**.

On this site we frequently link to the Online QDA website where additional background information can be found.

<http://caqdas.soc.surrey.ac.uk/>

# HyperRESEARCH – for macs

## HyperRESEARCH



### Cross-Platform Qualitative Analysis Software

**HyperRESEARCH™** enables you to code and retrieve, build theories, and conduct analyses of your data. With its advanced multimedia capabilities, **HyperRESEARCH** allows you to work with text, graphics, audio, and video sources — making it an invaluable research analysis tool.

**HyperRESEARCH** is a solid code-and-retrieve data analysis program, with additional theory building features provided by the Hypothesis Tester.

**HyperRESEARCH** has been in use by researchers in the social sciences and other fields since it was first introduced in 1991. The latest version incorporates features and interface design decisions inspired by years of feedback from our customers and reviewers.

**HyperRESEARCH** is fully cross-platform. You can exchange your study files and sources with other **HyperRESEARCH** users on your team, whether they use Mac OS X or Windows.

[Free Download](#) • [Features](#) • [Technical Specs](#) • [Uses](#)

### Free Limited Edition Available: Perfect for Teaching or Trying Before You Buy

The free edition of HyperRESEARCH has all features enabled with no time limit. The only limitation is the number of codes and cases that can be used in a study:

- The Code List is limited to 75 codes.
- A study is limited to 7 cases.
- Each case can have no more than 50 code references.

These limits make this free edition suitable for teaching the basics of qualitative research without requiring students to purchase the full package. And of course you can "try before you buy." When you're ready to purchase the full version, simply order your license key, enter it into your already-installed copy of the HyperRESEARCH Free Limited Edition to fully enable it, and you're ready to go with the full power of HyperRESEARCH at your fingertips.

[Download the Free Limited Edition of HyperRESEARCH Now](#)

[Learn more about HyperRESEARCH by taking this Quick Tour](#)

[Order Now from our secure online store](#)

# Method Space

The screenshot shows the Methodspace website homepage. At the top right, there are links for "Sign Up" and "Sign In", and a search bar labeled "Search Methodspace". The main header features the "Methodspace" logo with the tagline "Connecting the Research Community" and a navigation menu with items: Home, My Page, Forum, Methods Q&A, Groups, Blog, Resources, Events, Chat, and Videos. The main content area is divided into three columns. The left column has a welcome message, a "Videos" section with a video thumbnail titled "Market Research in the Mobile World 2010 - The Next Frontier" by Merlien, and a "Free book chapters from" section. The middle column has an "Announcements" section with a message from Elena, the "SAGE launches two new online community networking sites: Crimspace and Communicationspace" announcement, and a personal message from Elena. The right column has a "Welcome to Methodspace" box with "Sign Up" or "Sign In" links, social media icons for Facebook, Google+, and YouTube, the "SAGE" logo with the text "Brought to you by SAGE: supporting researchers for more than forty years", and a "What can you do on Methodspace today?" section with a link to "Read our featured book or journal article of the month".

Sign Up Sign In Search Methodspace

## Methodspace

Connecting the Research Community

Home My Page Forum Methods Q&A Groups Blog Resources Events Chat Videos

Methodspace is the home of the Research Methods community from across the world

### Announcements

Join us on Methodspace! We're currently approving new members and aim to answer requests within 24hrs. If you're experiencing any problems click on the help button at the bottom of the page.

### SAGE launches two new online community networking sites: Crimspace and Communicationspace

Hi, my name is Elena and I am the new Methodspace Community Manager. My goal is to increase the open dialogue between members on the site and grow our professional community in a quality way. If you have any questions or issues with the site, please point them in my direction. I would also like to welcome any suggestions you may have on how we can improve the site so that you can gain the most out of using this platform, you can message me on my page or email me at [elena.louridas@sagepub.co.uk](mailto:elena.louridas@sagepub.co.uk)

I also wanted to let all members know that, following the success of Methodspace, SAGE has announced the launch of two new social networking sites for the academic community: [crimspace](#) for criminology and criminal justice; and [communicationspace](#) for media studies and communication. Let me know what you think of the new sites? Is there anything on there you would like introduced to Methodspace?

Welcome to Methodspace - home of the Research Methods community

[Sign Up](#) or [Sign In](#)

You can also sign up with:

**SAGE** Brought to you by SAGE: supporting researchers for more than forty years

[Methodspace terms of use](#)

### What can you do on Methodspace today?

[Read](#) our featured book or journal article of the month

+ Add Videos View All

Free book chapters from

<http://www.methodspace.com/>


# National Centre for Research Methods

The screenshot shows the homepage of the ESRC National Centre for Research Methods (NCRM). The header features the NCRM logo and the ESRC logo. A navigation menu includes links for HOME, TRAINING & EVENTS, RESEARCH, NEWS, and ABOUT US. A blue banner below the header says "Welcome" on the left and "You are here: Home" on the right. The main content area is divided into several sections: a large central banner for the "Research Methods Ebulletin" subscription, three columns of "CURRENT ANNOUNCEMENTS", "LATEST NEWS ARTICLES", and "TRAINING & EVENTS", and a right-hand sidebar with "Our Research", "Publications", and "People" sections, each with a search box and a right-pointing arrow. At the bottom right of the sidebar is a "Google Custom Search" box with a "Search" button.

ESRC National Centre for  
**Research**  
**RM**ethods

HOME | TRAINING & EVENTS | RESEARCH | NEWS | ABOUT US


**Welcome** You are here: Home



Keep up-to-date.  
Subscribe to our monthly  
Research Methods Ebulletin.


[Find out more...](#)

#### CURRENT ANNOUNCEMENTS




- Research Methods Festival 2010 recorded presentations online
- Research methods training bursaries available from NCRM

#### LATEST NEWS ARTICLES



- Creative Interviewing: New Realities video
- NCRM research in the Guardian: Poverty is more likely cause of mistrust than race
- Using phone interviews: new Realities toolkit
- MLwiN 2.21 released
- Emotional Challenges of Writing - New Realities video

#### TRAINING & EVENTS



- 09/12/2010: Recent Advances in the Use of Paradata (Process Data) in Social Survey Research
- 05/01/2011: Introduction to Multilevel Modelling in MLwiN
- 11/01/2011: Introduction to Data Linkage
- 12/01/2011: The Value of Data Linkage for Research
- 12/01/2011: Best of the Research Methods Festival 2010

#### Our Research

[view our research projects](#)

#### Publications

[search eprints archive](#)

#### People

[search for people](#)

Google Custom Search

<http://www.ncrm.ac.uk/>

# references

- *Lewins & Silver (2007) Using Software in Qualitative Research : A Step-by-Step Guide*, Sage Publications, London
- <http://caqdas.soc.surrey.ac.uk/usingqualsoftware.html>
- Bazeley, P., & Richards L. (2000). *The NVivo qualitative project book*. London: Sage

# Webliography

- CAQDAS - computer assisted qualitative data analysis
- CAQDAS Centre, University of Surrey  
<http://caqdas.soc.surrey.ac.uk/index.html>
- QSR Nvivo
- Online module  
<http://www.erm.ecs.soton.ac.uk/> (University of Southampton)
- HyperRESEARCH software