




Qualitative Data Analysis with Technology

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Qualitative Data

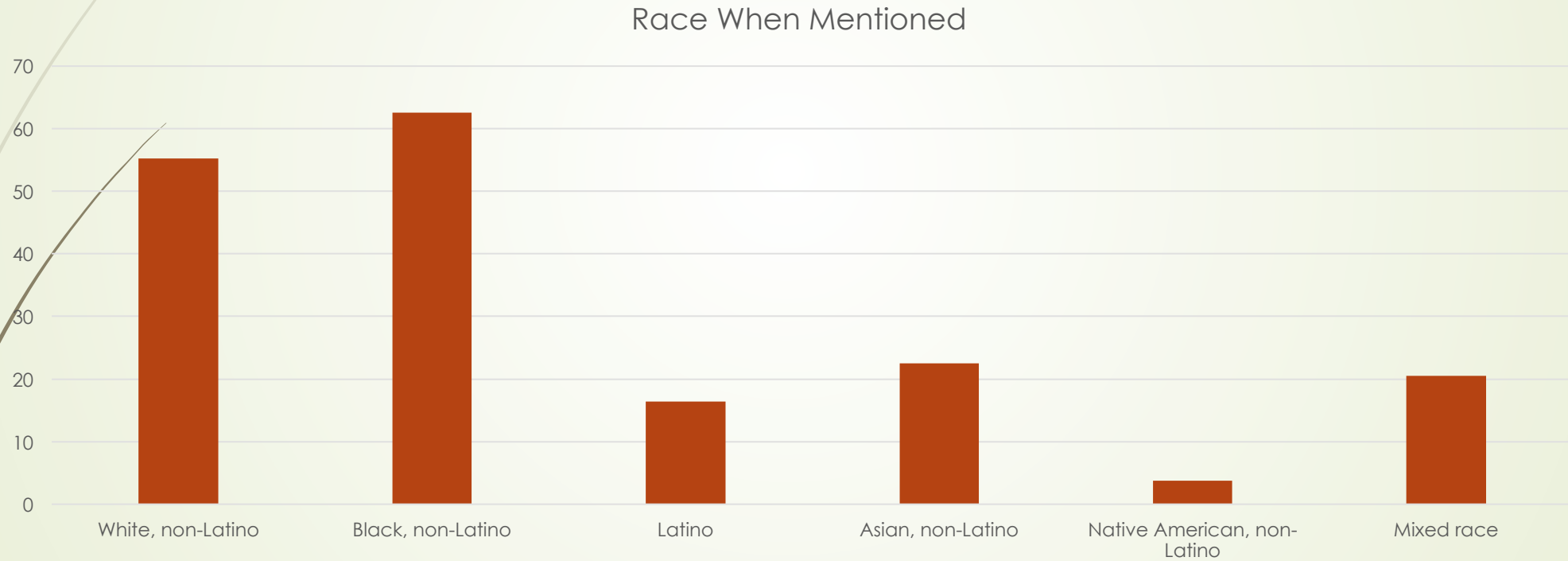
- Mainly working with words or text in documents
 - Could also be working with images, audio, or video
- Includes interviews, ethnographic field notes, and archival sources




Approaches to Qualitative Data Analysis

- ▀ Text analysis –
 - ▀ Looking for key words/phrases
 - ▀ Often quantizing data

Text Analysis Example





Approaches to Qualitative Data Analysis (cont.)




















- Content analysis
 - Working with qualitative data
 - Looking for themes/categories/concepts (a.k.a. coding) to pull similar information from across documents



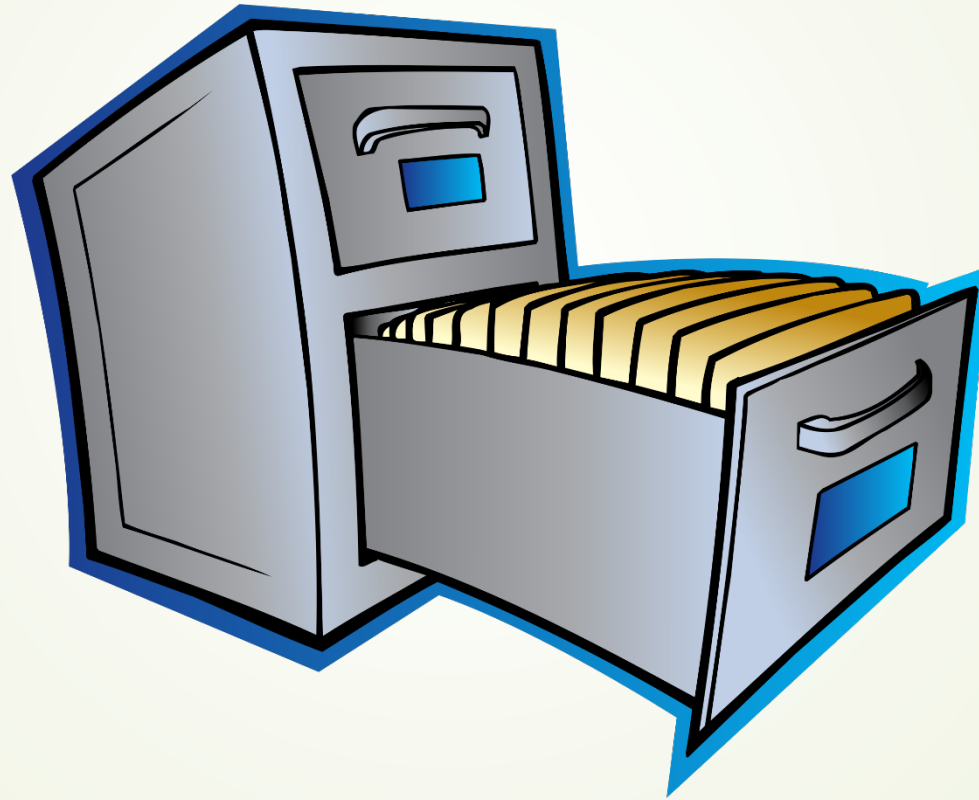
What is Coding?

- A way to organize information across documents
 - Pulling together data around some common theme, idea, or concept

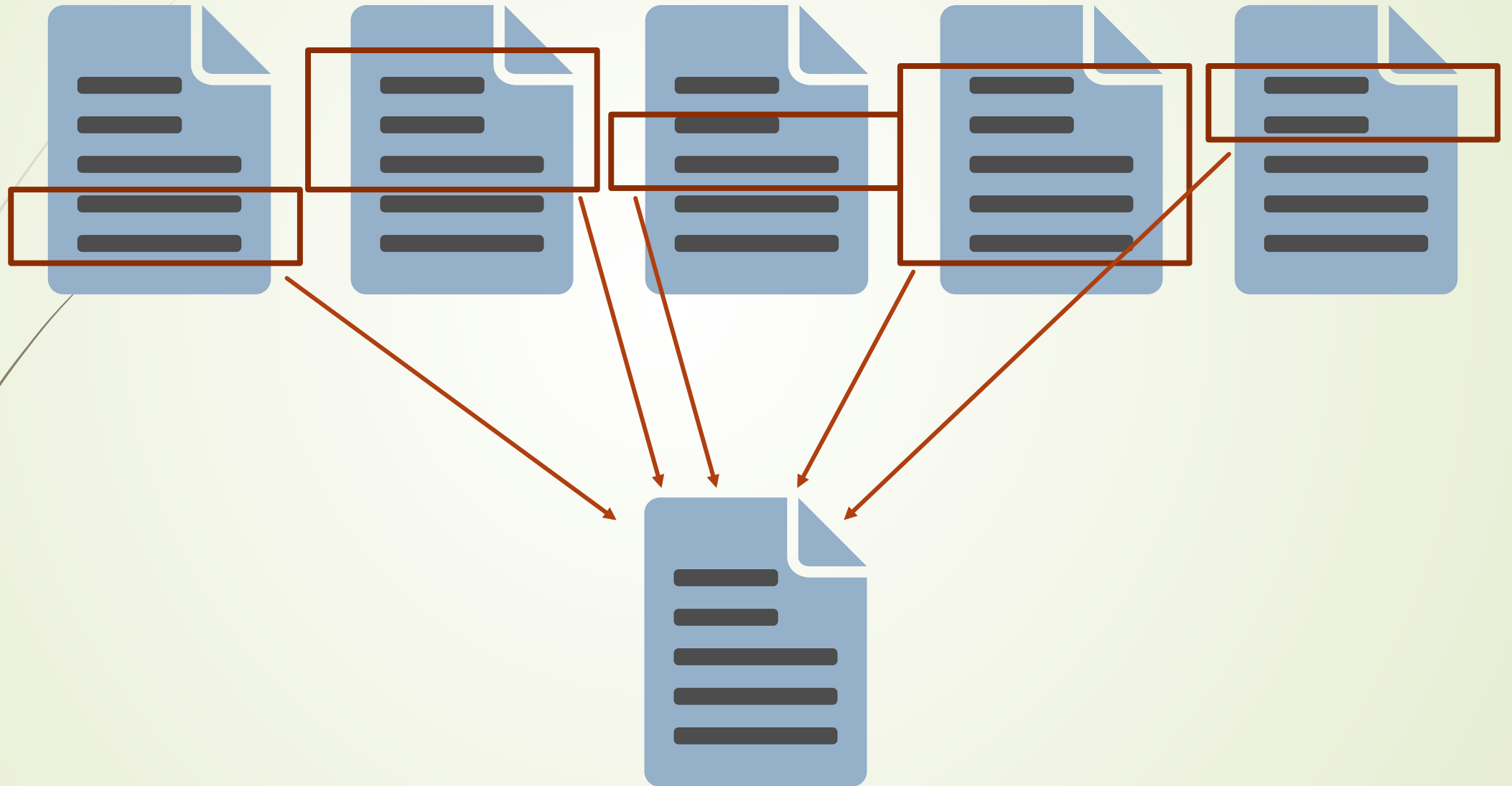
Way to Organize your Data #1

Name	Date modified	Type	Size
 S 1990-04-23 C less low-income housing	6/8/2015 3:33 PM	Adobe Acrobat D...	19 KB
 S 1990-07-24 C minority role urged	6/8/2015 3:43 PM	Adobe Acrobat D...	14 KB
 S 1990-07-26 C just kiddin around	7/6/2015 4:22 PM	Adobe Acrobat D...	16 KB
 S 1990-09-13 C s.f.s fillmore center picks	6/8/2015 3:59 PM	Adobe Acrobat D...	19 KB
 S 1990-09-13 paul rothman	9/7/2015 10:28 AM	Adobe Acrobat D...	12 KB
 S 1990-12-03 C many hispanics fear	6/8/2015 4:10 PM	Adobe Acrobat D...	24 KB
 S 1990-12-29 C letters to the editor	11/2/2015 5:04 PM	Adobe Acrobat D...	18 KB
 S 1991-07-12 C angry testimony on s.f.	6/8/2015 4:27 PM	Adobe Acrobat D...	13 KB
 S 1991-08-26 C oakland economy makes	6/8/2015 4:38 PM	Adobe Acrobat D...	26 KB
 S 1991-09-10 C why s.f. is losing	6/9/2015 10:18 AM	Adobe Acrobat D...	29 KB
 S 1991-09-27 C a changing neighborhood	6/9/2015 10:33 AM	Adobe Acrobat D...	20 KB
 S 1991-11-12 C street people why	6/9/2015 11:24 AM	Adobe Acrobat D...	21 KB
 S 1992-01-29 C an innerspace with inner	6/9/2015 2:49 PM	Adobe Acrobat D...	18 KB
 S 1992-09-04 C drugs make dolores park	11/2/2015 5:09 PM	Adobe Acrobat D...	24 KB
 S 1992-11-30 C oaklands chinatown charging	6/9/2015 2:58 PM	Adobe Acrobat D...	21 KB
 S 1993-04-26 C mid-market area at a crossroads	6/9/2015 3:13 PM	Adobe Acrobat D...	21 KB
 S 1993-06-28 C tenderloin showing signs	6/9/2015 3:23 PM	Adobe Acrobat D...	17 KB
 S 1993-07-17 C jordan on spot over	6/11/2015 3:18 PM	Adobe Acrobat D...	18 KB
 S 1993-08-25 C the mission district as jalapeno	6/11/2015 3:21 PM	Adobe Acrobat D...	21 KB

Ways to Organize your Data #2



Ways to Organize your Data #3





Content Analysis Example

- Residential development:

- Articles that mentioned race were focused on displacement and changes to neighborhood character caused by gentrification
 - A member of the Lents Neighborhood Association interviewed for a 2001 article about a convening of community leaders noted that she “got involved to make sure the personality of the area didn’t change, so that 20 years from now, my kids will want to live here, too”
- Articles that did not mention race were more focused on the need for more affordable housing
 - A 2003 article on the rise of childless residents in Portland referenced a local politician’s critique of developers for their lack of interest in building affordable housing for families: “City housing spending has increased about two-thirds in the past five years, to \$52 million, according to the city auditor’s office. But most of that increase has come in urban renewal areas concentrated downtown and has focused on smaller apartments for low-income singles. There has been little developer interest in family-size apartments”



Approaches to Coding

- Low-tech: Paper, scissors, highlighters, folders
- Mid-tech: Word, Excel
- High-tech: QDA software
 - Atlas.TI
 - MaxQDA
 - NVivo
 - Dedoose



Why use a QDA package?

- ▶ Pulling up results of coding is fast and efficient
 - ▶ Easy to incorporate “meta-data”
 - ▶ Can use queries to explore relationships between codes
 - ▶ Exploring “hunches” is faster than with manual coding
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- ▶ While coding itself probably takes about the same amount of time, you can gather information more efficiently and arguably conduct a more rigorous analysis