

DataQuest Solutions

Qualitative Data Analysis using Dedoose

Lesson 1. Understanding Qualitative Data and Research Design

- Types of qualitative data (interviews, focus groups, field notes, etc.)
- Research questions suited for qualitative analysis
- Inductive vs. deductive coding approaches

Lesson 2. Getting Started with Dedoose

- How to set up a project
- Importing data (text, audio, video, PDFs, surveys)
- Understanding the Dedoose interface

Lesson 3. Code Development and Management

- Creating a coding system (code tree/codebook)
- Inductive (emergent) vs. deductive (pre-set) code creation
- Applying and modifying codes to excerpts
- Hierarchical codes (parent and child codes)

Lesson 4. Data Coding Process

- Segmenting data into excerpts
- Applying multiple codes to an excerpt
- Using memoing for reflections or analytical thoughts
- Inter-coder reliability (if working in teams)

Lesson 5. Descriptors and Demographics

- Attaching descriptors to participants (e.g., age, gender, location)
- Linking codes to demographics to enable comparative analysis

Lesson 6. Analyzing and Visualizing Data

- Code co-occurrence and pattern analysis
- Code application charts

- Word clouds and tag clouds
- Code frequency charts
- Cross-tabulations and matrix analysis (code by demographic)

Lesson 7. Mixed Methods Integration

- Linking quantitative and qualitative data (especially survey + open-ended)
- Using weighting or rating systems in qualitative analysis

Lesson 8. Exporting and Reporting Results

- Exporting code reports and excerpts
- Generating visual reports
- Writing analytical summaries with supporting quotes

Lesson 9. Best Practices

- Organizing codes and memos clearly
- Maintaining consistency in coding
- Data privacy and ethical considerations
- Backing up projects and maintaining audit trails