**Challenges and Solutions in Effectively Visualizing Qualitative Data**

It may seem that qualitative data does not lend itself easily to data visualization. It is challenging to effectively represent data that cannot be broken down into numbers. Most articles with qualitative elements include excerpts from interviews with participants. This is not an effective representation of the data collected and analyzed by qualitative researchers. Despite this challenge, methods for effectively visualizing qualitative data continue to be developed. The goal of my presentation will be to highlight a couple of these methods. Many approaches to qualitative data analysis involve coding to identify themes and content in the qualitative data. I will spend most of my presentation discussing network analysis (Pokorny et al., 2017). Network analysis involves taking the codes generated from qualitative analyses and using packages in R to visualize the data in different ways. For example, as detailed in Pokorny et al. (2017), network analysis can be used to visualize subject code networks (“what is being talked about”, p. 176), and theme codes (which groups together concepts and themes of the analysis) and can include visualizations such as co-occurrence matrices. If I think I have enough time, I will also discuss the Entity Mapper (Luther, 2017) which is an open-source software that allows for the visualization of qualitative data based in grounded theory. The Entity Mapper is a versatile tool where researchers can upload their qualitative data in Atlas.Ti formatting and select how they want to visualize their data. Some options include textual node-link networks and dynamic visualizations, which are unique for qualitative data visualization in that it is interactive.

**References**

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