Qualitative Research in R

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What is Qualitative Research?

- Collects and works with non-numerical data (*think* descriptive)
  - Interviews
  - Open-Ended Surveys
  - Visual and Textual Content
  - Can also include observations, immersion, ethnography, oral histories, etc.

What is Qualitative Research?

- Helps to find meaning that informs action, behavior, and interactions
- Usually "micro" level (*think* small scale like community research)
- Usually less generalizable, but add context to existing research or corroborate findings

Qualitative vs Quantitative

- Quantitative is
  - Numeric
  - Usually large in scale
  - Uses statistics
  - Determines causal/correlative relationships
- Qualitative is
  - Non-numeric
  - "Micro"
  - Uses descriptive tools
  - Describes relationships

Qualitative Methods and Tools

Luckily for us, we can use R to help us with either large or small sets of qualitative data. Today we will look at two methods:

- Text Coding (usually interviews)
  - *RQDA*
- Text Mining and Sentiment Analysis
  - *tidytext*
  - *tm*

Installing RQDA

1. Like every package, you need to have R installed (I recommend you have RStudio as well)

2. Next, you install RQDA

- install.packages("RQDA", dependencies = TRUE)
- It is important that you install the dependencies!

3. Read in RQDA

- library(RQDA)
- It will prompt you to "Install GKT+". Be sure you install this because it is a GUI application and requires it for the interface.

4. Your RQDA window should pop up!

RQDA

Figure 1: RQDA