

QUALITATIVE DATA ANALYSIS WITH ATLAS.TI

Valentina Petrova

Center for Social Science Computation and Research – Autumn 2012

AGENDA

- **Choosing a QDA software package**
- **TAMS Analyzer vs. ATLAS.ti**
- **ATLAS features**
 - Hermeneutic Unit (HU)
 - Primary Documents (PDs)
 - Quotations
 - Codes
 - Memos (& Comments)
 - Families
 - Network Views
- **Example project in ATLAS**
 - Project management
 - What's new in v7: importing vs. linking PDs
 - Coding data
 - Searching
 - Visualization/network views
 - Generating reports
- **Additional resources**
 - CSSCR
 - ATLAS.ti website
 - Books, etc.

CHOOSING THE RIGHT QDA SOFTWARE

- **Why use Qualitative Data Analysis software?**
 - Manage large, complex data sets
 - Code data with ease
 - Conduct searches and visualizations
 - Discover, test and describe patterns
 - QDA software does not do the analysis for you, it facilitates the process
- **Factors to consider**
 - Cost (free/license/subscription/student discounts/on-campus vs. home)
 - Mac vs. PC
 - Data type (video and audio/images/maps/text)
 - Team vs. individual project
 - Reports/outputs
 - Ease of use

TAMS ANALYZER VS. ATLAS.TI

TAMS Analyzer

<http://tamsys.sourceforge.net/>

Free

Mac

Text (rtf and pdf), audio and video (but for playback only)

Not great for group work

Reports are functional

Ease of use – bare-bones UI, user manuals online (including on CSSCR), FB page for Q&A

ATLAS.ti

www.atlasti.com

\$99 student license/free at CSSCR

PC

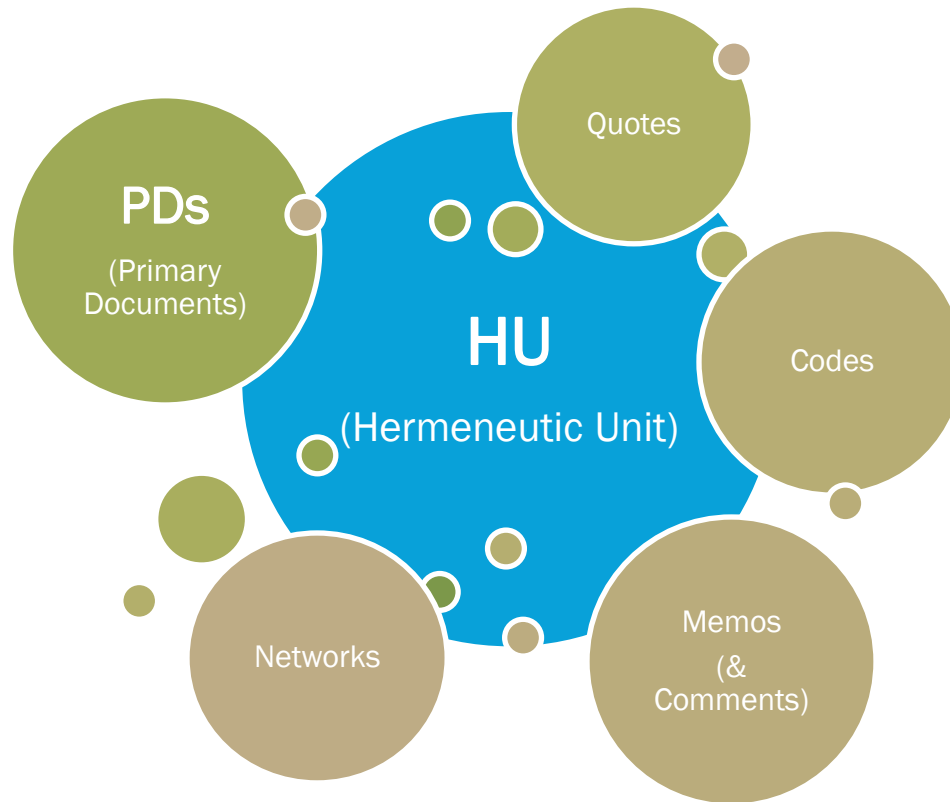
Text, video and audio, images, PDFs, geo data (Google Earth)

Built-in functionality for group work

Reports are functional, many more options

Ease of use – buttons and menus UI, supported by CSSCR, manuals online, free instructional videos

ATLAS.TI FEATURES



EXAMPLE PROJECT IN ATLAS.TI

- **NEW in v7 - project management: importing PDs**
 - Importing primary documents (PDs) – now it takes any text version (doc(x), txt, rtf)
 - No more “assigning” documents (linking) – new “Library” system
 - Copy Bundle (under Project and Tools menus)
- **Old project management: linking PDs**
 - Work from copies of your files
 - Keep all PDs in one project folder
 - Do not move files from this folder or open them outside of ATLAS
- **Coding data**
 - Comments
 - Memos
- **Searching**
- **Visualization/network views**
- **Generating reports**

ADDITIONAL RESOURCES

CSSCR website:

<http://julius.csscr.washington.edu/> - intro video, “cheat sheet” summarizing concepts

ATLAS.ti websites:

www.atlasti.com (Training-Video Tutorials & More-Video Tutorials)

Forum.atlasti.com

Books:

Qualitative methods books here at CSSCR; and from the UW library:

“Qualitative Research Methods for the Social Sciences” – Bruce Berg & Howard Lune

“Qualitative Data Analysis with ATLAS.ti” – Susanne Frieze