

# INTRO TO QUALITATIVE DATA ANALYSIS USING ATLAS.TI

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# AGENDA

- Why use QDA software?
- Choosing a QDA program
- ATLAS.ti - history
- Types of coding
- ATLAS features & terminology
- ATLAS project (file) management
- Example project in ATLAS
- Additional resources

# WHY USE QDA SOFTWARE?

- Manage large, complex data sets; analyze smaller ones in depth
- Code data (collected with unstructured and semi-structured methods) with ease
- Conduct searches and visualizations
- Discover, test and describe patterns
- QDA software does not do the analysis for you, it facilitates the process
  - Ex: text or content analysis projects, literature reviews, inductive and deductive research of qualitative data (text, pictures, video, audio, Google Earth, etc.)

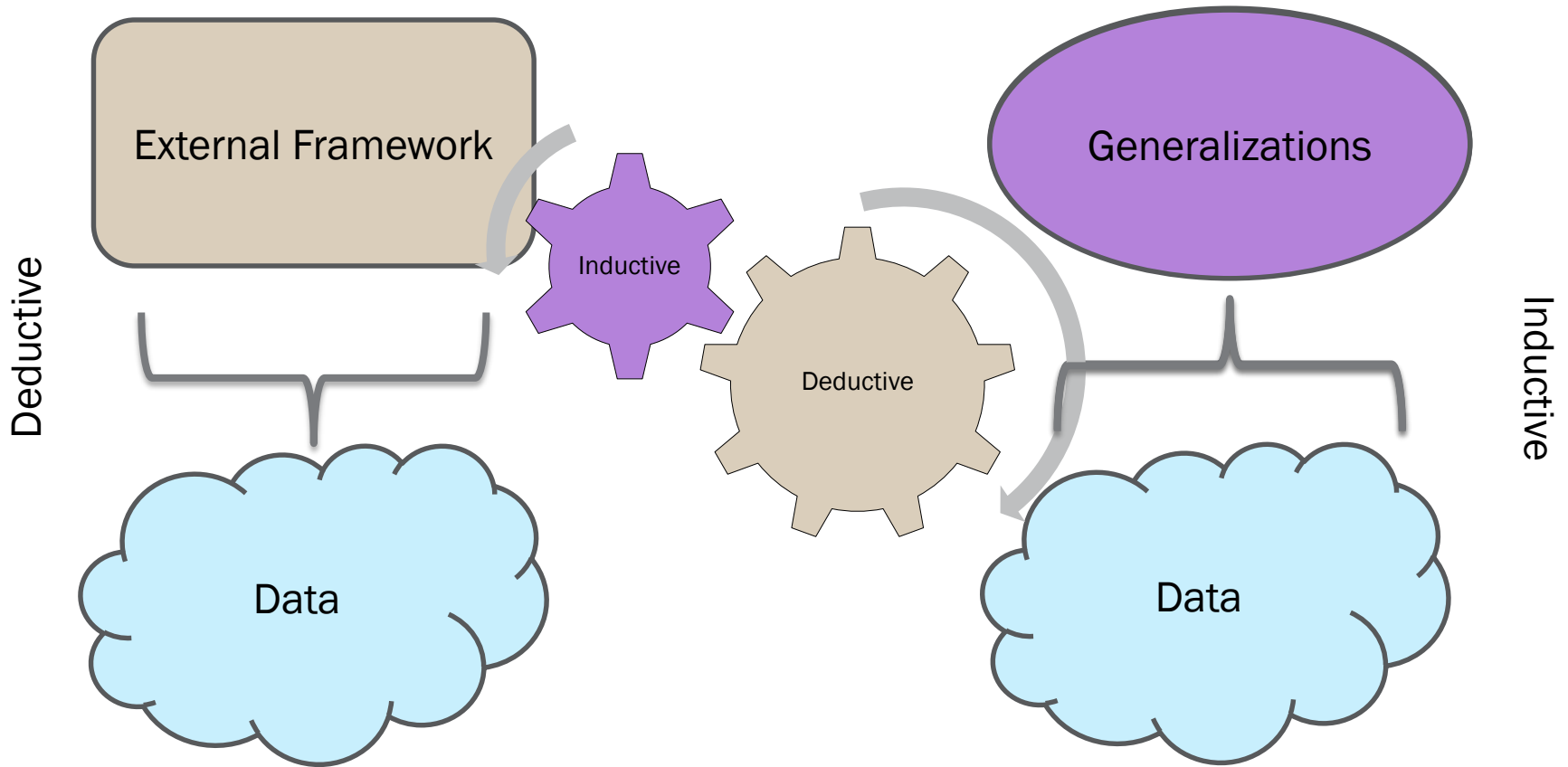
# CHOOSING YOUR QDA SOFTWARE PACKAGE

Factor	ATLAS.ti	Dedoose.com	TAMS Analyzer
Source	<a href="http://www.atlasti.com">www.atlasti.com</a>	<a href="http://www.dedoose.com">www.dedoose.com</a>	<a href="http://tamsys.sourceforge.net/">http://tamsys.sourceforge.net/</a>
Cost	\$99 student license or free @ CSSCR or CSDE*	\$10.95/month student rate (some variation)	free
Platform	PC* (+ limited functionality iPad app)	Any (web-based)	Mac
Data/file types	Any (text, audio, video, images)	Almost any (problems with PDFs, images, etc.)	Text (trying to include video)
Team	Yes, but complex set-up	Yes – best for this	(Yes, but not great)
Reports	Robust	Robust & colorful	Functional
Ease of use	Drop-down menus UI, manuals, CSSCR support, free online videos, book, forum	Web-based UI, some online videos, some CSSCR support, paid company support	Bare-bones UI, user manuals online, FB page for Q&A

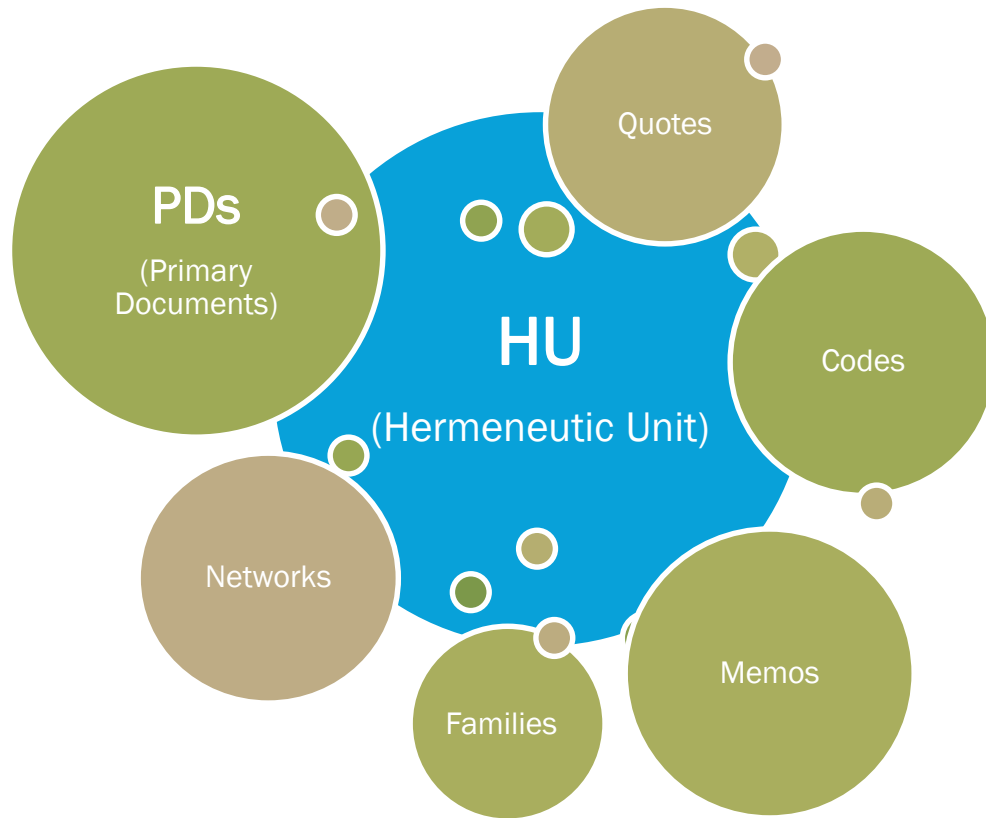
# HISTORY OF ATLAS.TI

- Company based in Berlin, Germany – first commercial release in 1993
- Currently: Version 7 (June 2012)
- ATLAS.ti for Mac – released (functionality doesn't exactly match PC)
- Mobile – for iPad and Android (though limited to recording interviews and coding)
- Version 8 coming this summer (2015)?

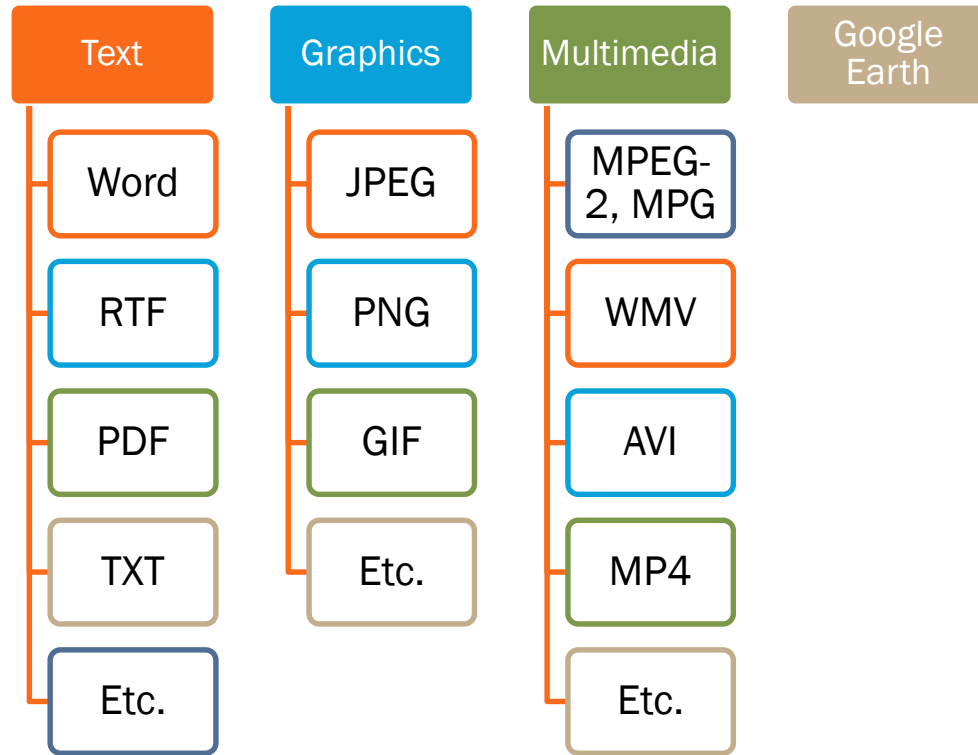
# INDUCTIVE – DEDUCTIVE CODING



# ATLAS.TI FEATURES



# ATLAS.TI FEATURES: PD FILES TYPES





# ATLAS PROJECT MANAGEMENT

- Work from copies of your files
- Stay organized (all PDs in one project folder)
- New in v7: project management library system (above rules are still a good habit, but no longer “necessary”):
  - My Library, Team Library
    - Documents->Data Source Management->Open Library Manager
  - Adding primary documents (PDs) – it takes any text version (doc(x), txt, rtf) and many other types of files (video, audio, images, etc.)
    - Legacy menu item: Documents->New->Assign External Documents
    - Be aware of sensitive/private info when using a public computer
  - Add Documents to My Library (or Team Library)
  - Hermeneutic Unit file <.hpr7>
  - **Copy Bundle (under Project and Tools menus)\* <.atlcb>**

*\*Back up your HU using the Copy Bundle function (this will include all PDs from the Library as well as your coding), not by saving or copying the HU file alone (that just won't work).*

# EXAMPLE PROJECT IN ATLAS.TI

- **Adding PDs**
  - Unit of analysis
- **Data segmentation**
  - Creating free quotations
- **Coding data**
  - Importing a code list (deductive)
  - Open coding (inductive)
  - Searching
- **Families of:**
  - PDs
  - Codes
  - Memos
- **Memos & Comments**
- **Visualization/Network Views**
- **Copy Bundle function**
- **Generating reports/analysis tools:**
  - Word Cruncher
  - Co-occurrence tool
  - Query tool
  - Codes-PDs Table
- **Team Work**
- **Importing Survey Data**
- **Google Earth**

# RESOURCES

## ATLAS.ti websites:

ATLAS.ti main site: [www.atlasti.com](http://www.atlasti.com)

Forum: [forum.atlasti.com](http://forum.atlasti.com)

Manuals: <http://atlasti.com/manuals-docs/>

YouTube: [www.youtube.com/user/atlasti01](http://www.youtube.com/user/atlasti01)

Blog: <http://www.blog.atlasti.com/>

Webinars: [www.atlasti.com/webinars.html](http://www.atlasti.com/webinars.html)

## Methods webinars:

<http://www.iiqm.ualberta.ca/ResearchTraining/WebinarSeries.aspx>

# RESOURCES: GOOGLE EARTH & TEAM WORK

Videos (1-hour, on the ATLAS.ti YouTube channel):

Geo-coding using Google Earth:

[https://www.youtube.com/watch?v=1oJ\\_N0nKJfY](https://www.youtube.com/watch?v=1oJ_N0nKJfY)

Team work: <https://www.youtube.com/watch?v=4AXrrtuJEzM>

Also see the ATLAS.ti manual

# ADDITIONAL RESOURCES

## Books:

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

“Qualitative Data Analysis: A Methods Sourcebook” – Miles, Huberman, Saldaña

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

“Using Software in Qualitative Research: A Step-by-Step Guide” – Silver & Lewins

“Transforming Qualitative Data: Description, Analysis, and Interpretation” – Harry Wolcott



# Q&A

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