

# CAQDAS, Secondary Analysis and the Coding of Survey Data

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# CAQDAS, Secondary Analysis and the Coding of Survey Data

- The open-ended question problem
- The audit trail requirement
- CAQDAS - Computer-Assisted Qualitative Data Analysis
- Data integration
- Secondary analysis: DDI v. NLP
- Conclusion



# Closed and open questions on a mail survey

- Accountability as practiced in our school system creates an undesirable atmosphere of anxiety among teachers.

1. Strongly agree	X
2. Agree	
3. Disagree	
4. Strongly disagree	

Please add any personal comments you'd like to make in your own words about any part of the school system's accountability approach:

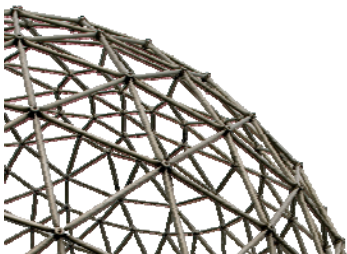
- *"Fear" is the word for "accountability" as applied in our system ... "Accountability" is a political ploy to maintain power ... The bitterness and hatred in our system is incredible. What began as "noble" has been destroyed. You wouldn't believe the new layers of administration that have been created just to keep this monster going. Our finest compliment around our state is that other school systems know what is going on and are having none of it. Lucky people. Come down and visit in hell sometime'.*



Adapted from M.Q. Patton (1987) How to use qualitative methods in evaluation, London: Sage, p. 10

➤ Qualitative data are ‘an attractive nuisance’

- M. B. Miles (1983) ‘Qualitative data as an attractive nuisance: the problem of analysis’ in Qualitative Methodology, edited by J. Van Maanen. Beverly Hills: Sage.



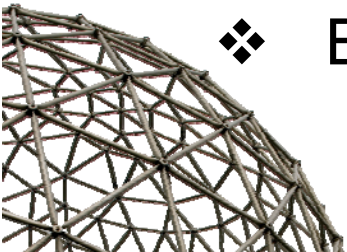
# Audit trail devices using manual methods

- field diaries and logs
- coding commentaries
- analytic memos



# Key operations in qualitative software ('CAQDAS')

- Data entry and coding
- Memoing
- Analytic strategies
  - ❖ Code and Retrieve
  - ❖ Single retrieval
  - ❖ Multiple retrieval
  - ❖ Boolean operators



# The three basic types of qualitative software

- text retrievers
  - code-and-retrieve packages
  - theory-building software
- 
- Weitzman, Eben and Matthew Miles (1995) Computer Programs for Qualitative Data Analysis, Thousand Oaks CA: Sage
  - Kelle, U (1995) Computer-Aided Qualitative Data Analysis: theory methods and practice Sage Publications: London



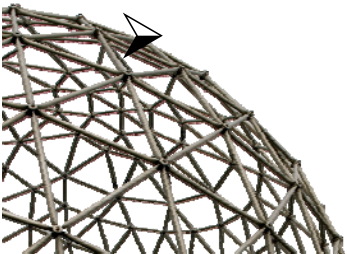
# Search to recover only data where two particular characteristics apply but not a third

- *“Data from MALE respondents with LOW PAY who are NOT registered voters”*



# Advanced features in qualitative software

- Network view (Atlas/ti)
- Hypothesis test (HyperRESEARCH)
- System closure (N.Vivo)
- Artificial Intelligence (Qualrus)
  
- Data integration
  - Atlas/ti
  - MAXqda with MAX Dictio
  - QDA Miner with Wordstat & SimStat



# Hyperlinking between quotations in Atlas.ti

The screenshot displays the ATLAS.ti interface with several key components:

- Top Panel:** Shows the menu bar (Documents, Quotations, Codes, Memos) and a toolbar. Below it, a document window titled "Interview: Respondent: Veena" contains text: "London: East E3: 26.05.97", "female: 20's: single", "By A.Lewis".
- Text Window:** A quote is highlighted: "QU1: So how do you feel about the community you live in? V20F: Well, I've not been here very long. As you know I live in a new development. I work locally at Canary Wharf and so quite a big part of my life is based around here. But its a sort of sleeping, working life, if I look for any other pursuits, than I would go elsewhere probably.. maybe not far, just up to town, or out to the country. So this is".
- Network Tool:** A "Network View" window shows a network diagram with nodes representing quotations and codes. Nodes include:
  - [12]12[1] 100-8004\_IMG.JPG
  - [12]17[1] 100-0001\_IMG.JPG
  - [12]15[1] 100-0002\_IMG.JPG
  - [12]16[1] 100-0003\_IMG.JPG
  - [12]18[1] 100-0004\_IMG.JPG
 A context menu is open over the [12]15[1] node, listing actions like "Rename", "Display Content", "EMM Comment", "Open Network", "Import Neighbors", "Import Classification", "Remove from View", "Delete Node", "Cut Link", and "Display in Context".
- Quotation Network:** A separate window shows a network of quotations with arrows labeled "supports". One central node is: "QU: <=> 8:8 I like it because it give me a.. (9:9) supports". Other nodes include: "[5:17][7] I want to be in reach of my job..", "[8:8][9] I like it because it give", "[9:4][10] I work locally at Canary Wharf..", and "I work locally at Canary Wharf and so quite a big part of my life is based around here. So this is".
- Annotations:** A callout box explains: "In ATLAS.ti hyperlinks can be created between quotations (within the same data file, or between different ones) in the Network Tool, perhaps to track a story or process or to illustrate arguments, contradictions etc....". Another callout says: "Jump around the dataset by double-clicking on hyperlink icons in the margin area". A third callout states: "Quotations derived from multi-media documents can also be linked together in ATLAS.ti. Here the network tool is used as a way of retrieving graphics, codes and annotations."



# Suggestive Coding using Qualrus

The screenshot displays the Qualrus software interface. The main window shows a text document titled 'w-garyx.rtf' containing interview transcripts. The transcripts include questions (QU1, QU2, QU3) and responses (G20M). A 'Coding Form' dialog box is open in the foreground, showing suggested codes for the selected text segment. The codes listed are 'friends', 'money', 'night life', and 'work'. The background window also shows a project overview on the left and a list of codes on the right.

Project overview

- October Qrs
- Sources
- Codes
  - ALF
  - community
  - event
  - friends
  - money
  - night life
  - person
  - place
  - work
- Links
- Views
- Scripts
- Reports
- Lists

w-garyx.rtf

QU1: What do you look for in a community, in this community for instance?  
G20M: Yeah, plenty of night-life although you've got to go up west for the best! You can always earn a crust, if you want to work hard, but sometimes you got to move about a bit to get it.

QU2: So do you feel fairly settled here?  
G20M: Yes umm my family's always been around here I suppose. I went to school round her so all my mates are local. Yeah, my mates are important to me. Don't know about anything else really. I'm not going to live with my mum for ever so I'll be moving out soon I hope. ...silence ...I think I'd like to settle around her, but only if I got to live in a nice house. I suppose I'd better get on some more money first. Trouble is when I've got money anyway.

QU3: if there  
G20M: I think there's a lot of them as

night life  
money  
work

Coding Form

Suggested by the program	Codes in this segment
+ friends	
+ money	
+ night life	
+ work	



# Word frequencies and Key Word in Context (KWIC) retrieval in MAXqda (with MAX Dictio add-on module)

2

3 QU1: What do you look for from your community? What do you get out of it?

4 A50M: Oh I don't know (pause for several seconds) I suppose the most important thing is my mates, although one or two have disappeared over the years. Then theres the pub, it s good to have decent pub, with decent beer. One thing travelling taught me was that theres nothing like a good warm pint of good English bitter. You can keep all those fancy lagers. I'm a Bass man myself, but theres others that are Ok too. Umm what else - I don't suppose you asked me here to talk about beer (laugh).

5 Well I don't really know especially me coming and give me a chance mates are even worse He arrived here not s Well anyway, I suppose granted but it doesn't - but I can see it coming

6

7 QU2: So does that r

8 A50M: Yes I think so around. I was in the na minute fitting out a boat stop Alexandria. Mind Malta in the 60's.

9 It was a good life but in a way it stopped me scaling down - haven't got a family you know. Had a wife once but she did a runner when I was in the navy.

10

11 QU3: What changes would you make in the community If you could?

12 A50M: I think I already covered that. Proper health facilities of course!

Search Results

in 3 Texts 7 Hits

Text	Search String	Paragraph
Interviews\R3-M-20s-S	suppose	9
Interviews\R3-M-20s-S	suppose	
Interviews\R3-M-20s-S	suppose	
Interviews\y1-m-50s-s	suppose	
Interviews\y1-m-50s-s	suppose	4
Interviews\y1-m-50s-s	suppose	5
Interviews\R2-F-20s-W	suppose	9

Export Code Options Close

Word frequency tables can be created across all or selected text documents using MAX Dictio. Here an index of one word has been created to located finds in context (KWIC).

Results can be marked, annotated, coded and exported to a statistical application as required.



# Conditions necessary to apply statistical techniques to quantitized qualitative data

- Enough cases to satisfy the validity criteria of the statistical technique
- Decision between simple absence/presence of code or ordinal measure
- Accommodation of non-directional codes
- Confidence in robustness and commensuracy of code assignment



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