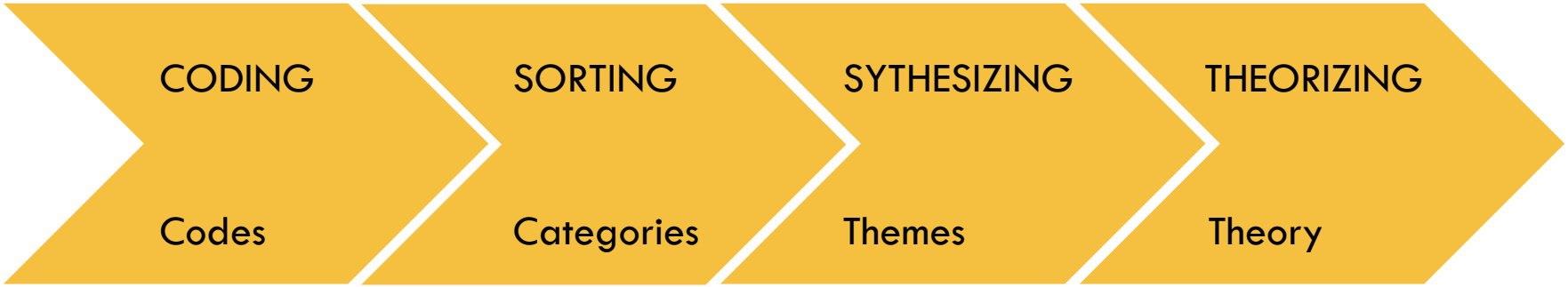
Søren Knudsen

CLUSTERING AND CATEGORIZING

Analyzing Qualitative Data

INNOVIS

CODE DEVELOPMENT



Specific

Abstract / General

- adapted from Saldaña, 2013

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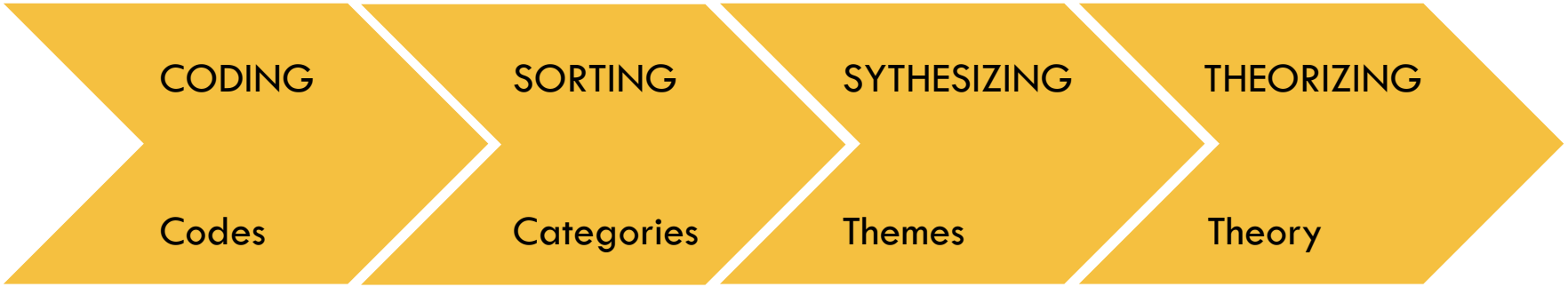

Specific

Abstract / General

Categorize codes and build themes from:

- The relationship between codes
- The common meaning between codes

- Focused coding
- Axial coding
- Theoretical coding
- Pattern coding
- Elaborative coding
- Longitudinal coding

- adapted from Saldaña, 2013

Aim

To be able to say something meaningful on a topic

To understand what you still know little about

To describe in a paper, thesis, presentation, …

Distilling the richness of the data,

Focus,

Relating concepts, ...

Make sense of the coded data

Clustering

Categorizing

Relating codes around a core focus

Example study: Data analysts imagine collaborative analysis on large displays

Workshop study on large displays and viz

Artistic photography

Knudsen et al., 2012

Excerpt of codes from this study

Compare two groups [of data]

Novel representation

Compare many groups

Working with, representing and understanding groups or segments in data

Persistency

Representations of data

Working with multiple different representations of data simultaneously

Known representation

Confusing

Bubble plots

Knudsen et al., 2012

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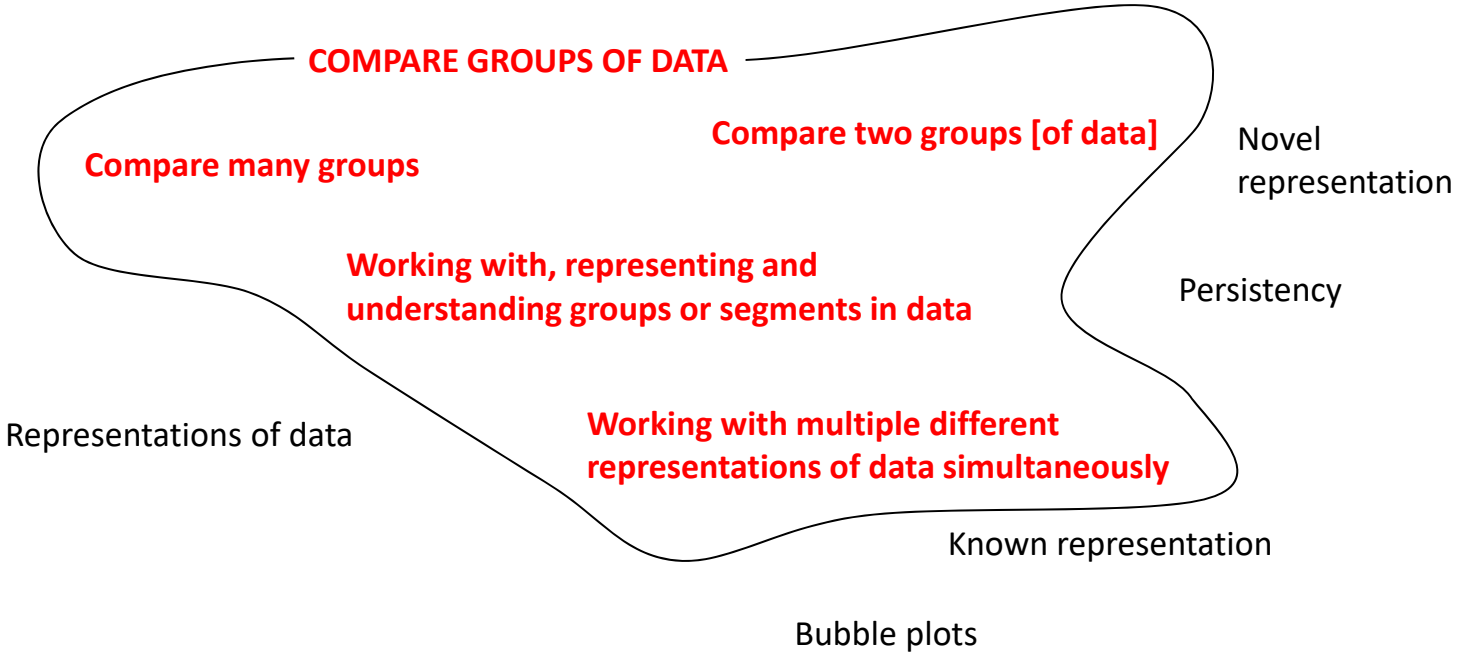

Knudsen et al., 2012

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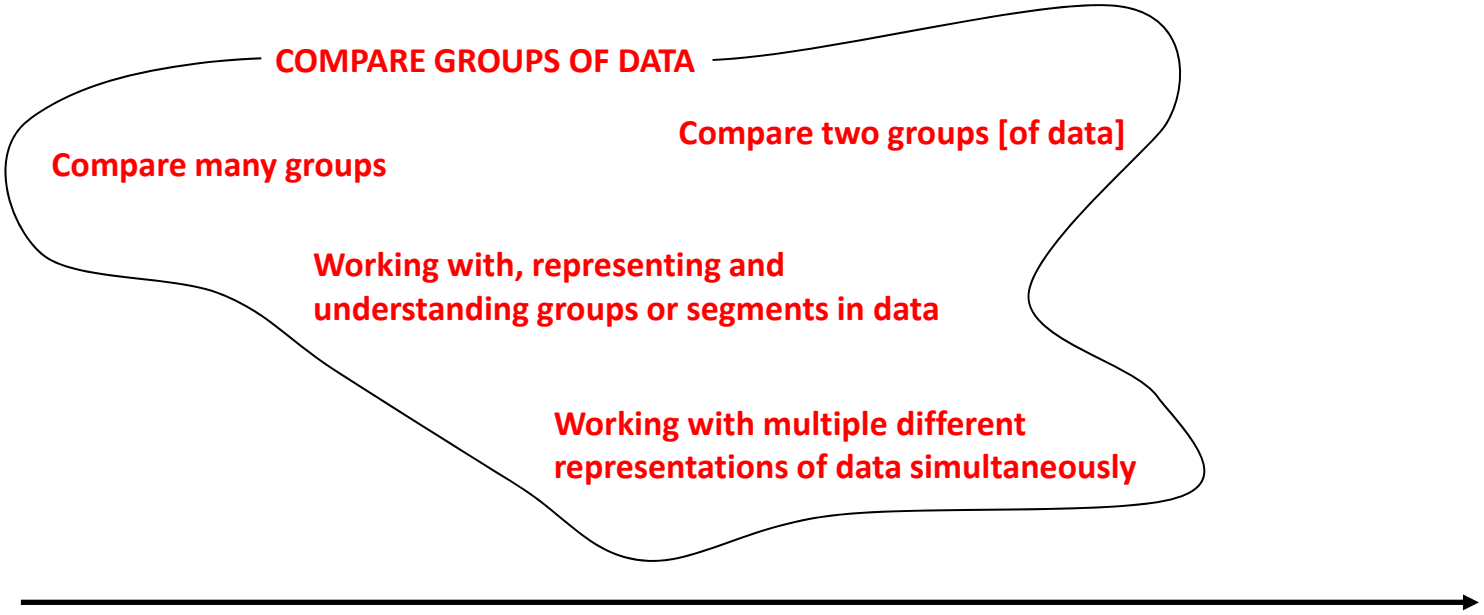

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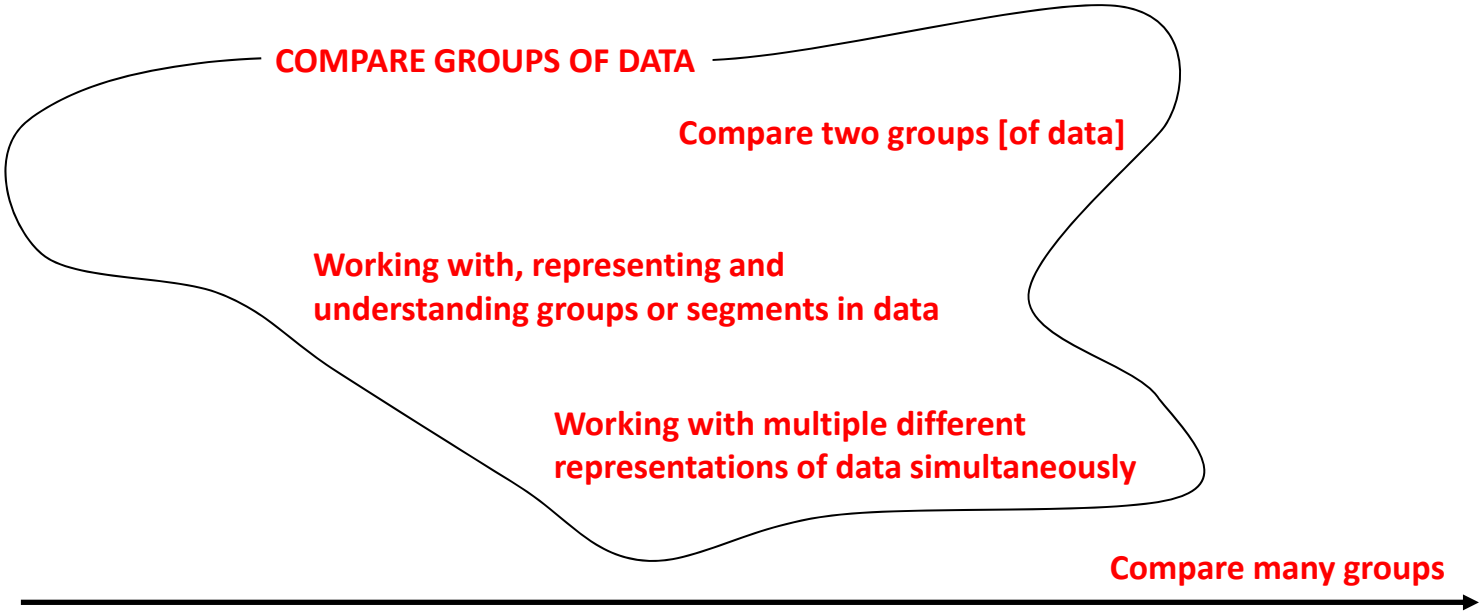

Knudsen et al., 2012

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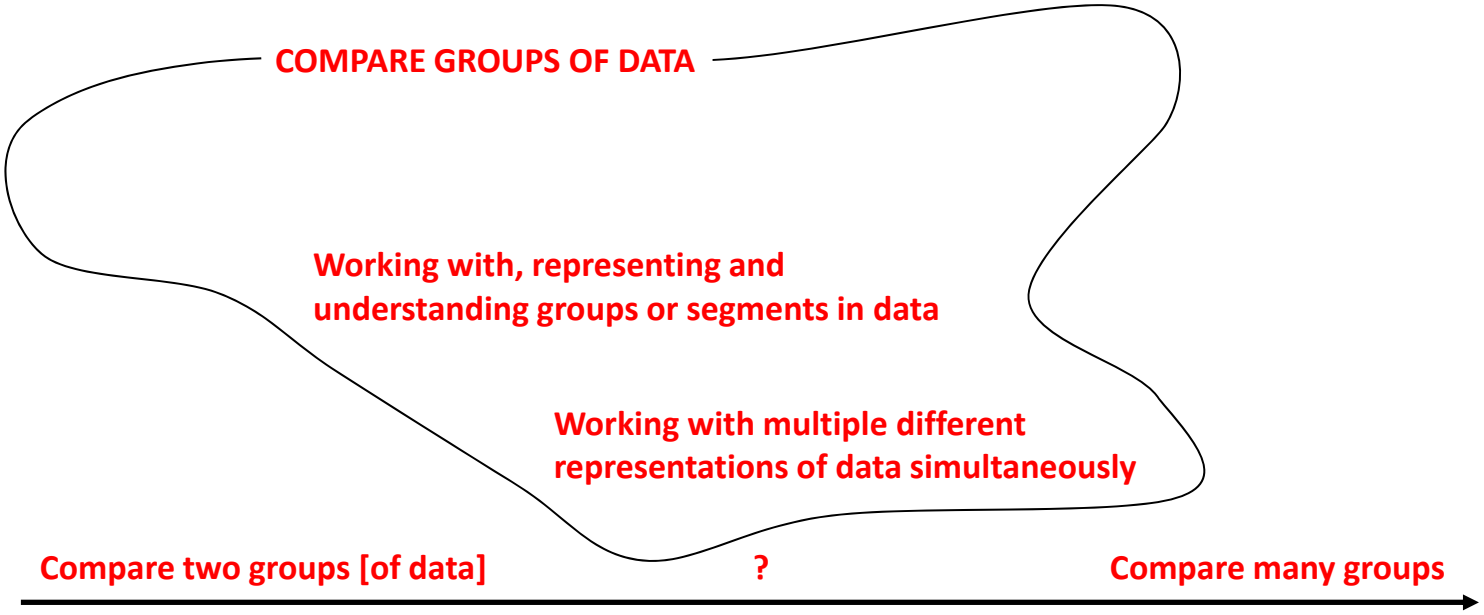


Knudsen et al., 2012

"The purpose of axial coding is to begin the process of reassembling data that were fractured during open coding"

Strauss & Corbin, 1998

Empirical data can have many forms

Can be

Auditory

Textual (e.g., interview transcripts, web-material, papers)

Visual (e.g., photos, videos, drawings)

Artifacts

Process and approach

- Computer Assisted Qualitative Data Analysis Systems (CAQDAS)
  - MaxQDA
  - nVivo
  - Saturate app
- Based on pen-and-paper
- Based on a large surface (e.g., whiteboard, table, floor)

EXERCISE: CLUSTERING DATA

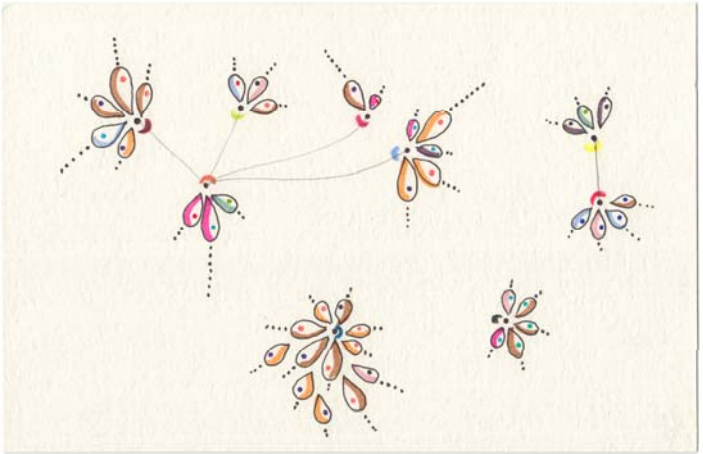
Analyzing Qualitative Data

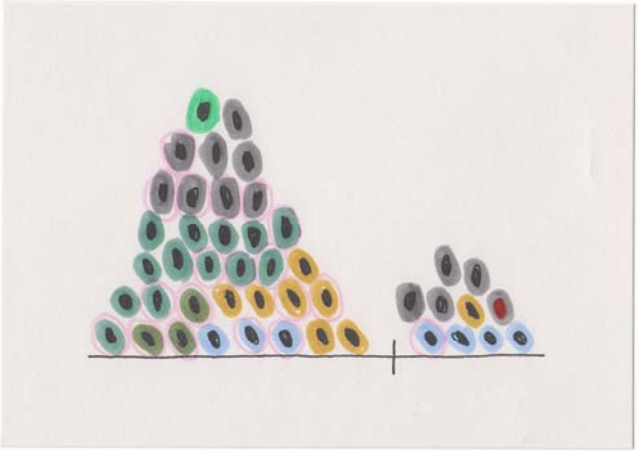
INNOVIS

VISUAL DATA

Collection of postcards by G. Lupi and S. Posavec

from the “Dear Data” Project





PROCESS

1. Familiarize yourself with the data set

   spread out the postcards

   look at them individually

2. Group them in clusters

   find postcards that you think share a commonality

   group these postcards spatially

   create a label for these groups

3. Look for potential spectrum

   based on the groups, consider spectrums/axes in the data

EXTRA INFORMATION

List of CAQDAS's

ATLAS.ti: www.atlasti.com

HyperRESEARCH: www.researchware.com

MAXQDA: www.maxqda.com

NVivo: www.qsrinternational.com

QDA Miner: www.provalisresearch.com

Qualrus: www.qualrus.com

Transana: www.transana.org (for audio and video data materials)

Weft QDA: www.pressure.to/qda/

Noldus Observer: http://www.noldus.com/human-behavior-research/products/

Saturate app: http://www.saturateapp.com/