Benefits and Challenges of Analyzing Qualitative Data

Sheelagh Carpendale

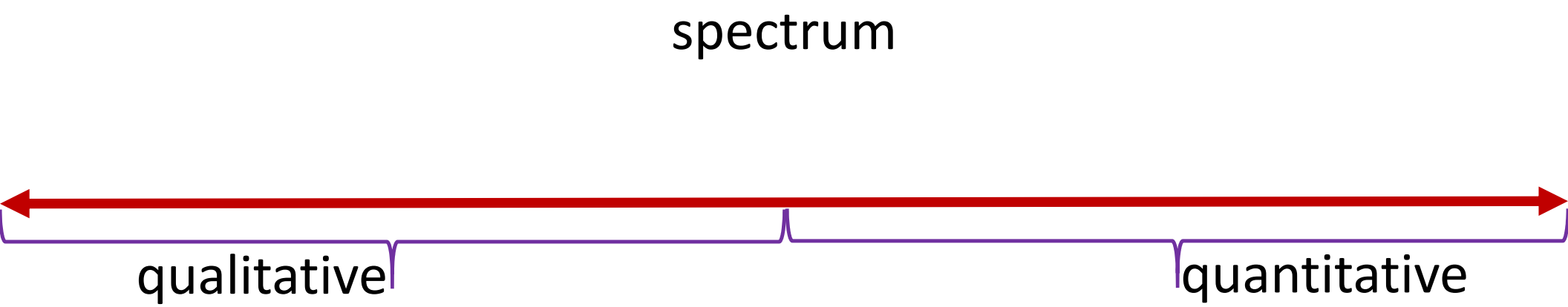
empirical research

binary?

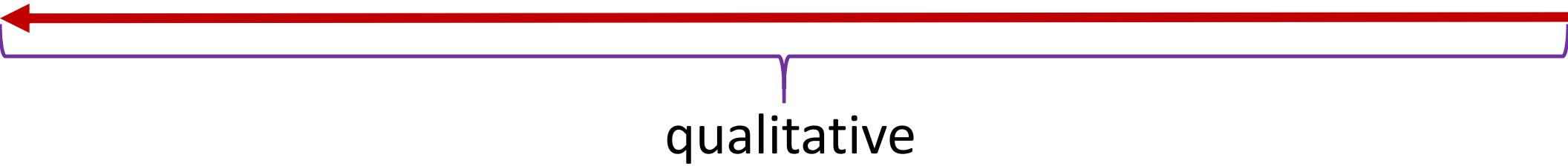
qualitative or quantitative

spectrum

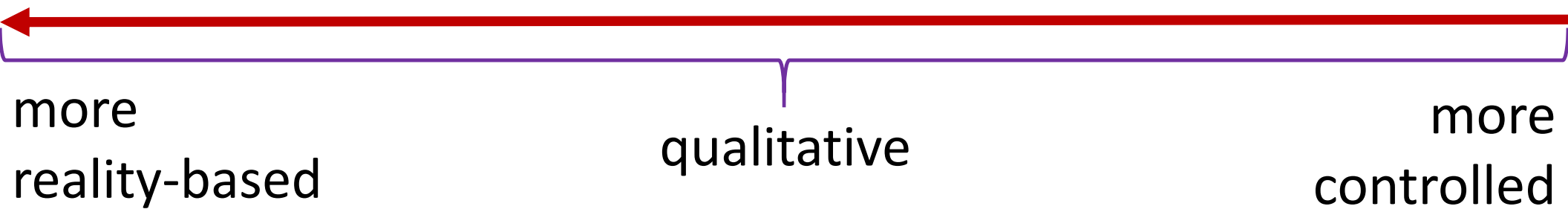
qualitative quantitative


spectrum
qualitative
quantitative

we will look at the qualitative part of this spectrum



even then there are
more reality-based (on left) and more controlled (on right)



Benefits: a rich slice of reality

Benefits: a insight into real-world tasks, and problems

Benefits: a inspiration for appropriate design

Challenges

There are challenges at all stages of the process

Sampling

– random sampling → generalization

– objection ‘convenience’ sampling → purposeful sampling

Data gathering

– ‘as is’ (fly-on-the-wall) → some ‘intervention’; led; elicited, …

– data lacks precision → is rich and difficult to work with

Data analysis

– what this morning is gong to be about ….

Challenges

Methods

Sequential models of methods problematic

– qualitative methods tend to need to be re-thought in every step

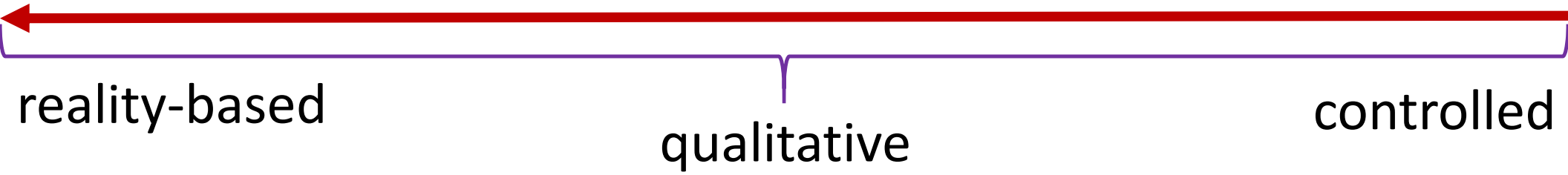
– consider ➡ ‘logic-in-use’ vs re-constructed logic’ (Kaplan)

– as Maxwell (2005) suggests applying these concepts to study design

– rigorous qualitative study design needs constant re-thinking

Degree of reality depends on
- how data is collected
- how data is analyzed
- possible to approach
- not possible in absolute

Degree of control depends on
how data is collected -
how data is analyzed -
becomes more quantitative -
possible to approach -
not possible in absolute -



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becomes more quantitative -
possible to approach -
closed coding -
Inter-coder reliability -

while my personal interest is tending towards

reality-based

qualitative

controlled

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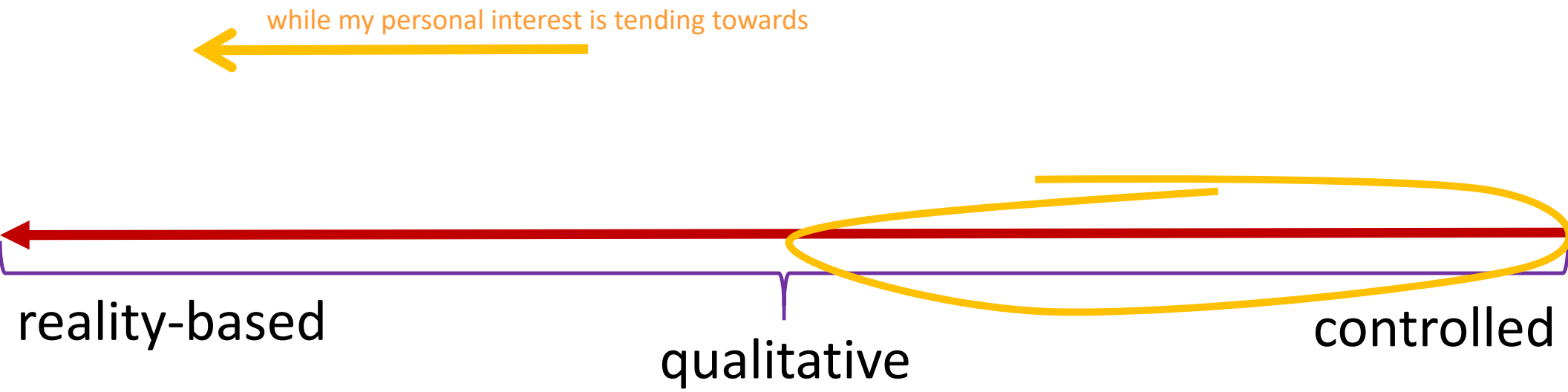

(approximate subjective positioning)

Overview

9:00 Introductions

9:15 Benefits and Challenges of Qualitative Data Analysis (Sheelagh Carpendale)

9:30: Choosing a Focus (Uta Hinrichs)

9:45: Activity 1: choosing a focus

10:00: Closed Coding (Melanie Tory)

10:15: Open Coding (Alice Thudt)

BREAK 10:30 to 11:00

11:00: Open Coding Activity Explanation (Alice Thudt)

11:00: Activity 3: open coding

11:30: Clustering and Categorizing (Soren Knudsen)

11:45: Activity 4: clustering and categorizing

12:10: Consensus and Agreement (Sheelagh Carpendale)

12:20: Closing Panel for questions and discussion

12:30 - End