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 -
Degree of reality depends on
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Degree of control depends on
how data is collected -
how data is analyzed -
becomes more quantitative -
possible to approach -
closed coding -
Inter-coder reliability -

while my personal interest is tending towards

reality-based
qualitative
controlled
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
- closed coding
- Inter-coder reliability

while my personal interest is tending towards

(reality-based) qualitative (controlled)

(approximate subjective positioning)
Overview
8:30 Introductions
8:45 Benefits and Challenges of Qualitative Data Analysis (Sheelagh Carpendale)
9:00: Choosing a Focus (Uta Hinrichs)
9:15: Activity 1: choosing a focus
9:30: Closed Coding (Melanie Tory)
9:45: Open Coding (Alice Thudt)
BREAK 10:10 to 10:30
10:30: Open Coding Activity Explanation (Alice Thudt)
10:35: Activity 3: open coding
11:05: Clustering and Categorizing (Soren Knudsen)
11:20: Activity 4: clustering and categorizing
11:40: Consensus and Agreement (Sheelagh Carpendale)
11:45: Closing Panel for questions and discussion
12:10 - End