Choosing a Focus

Analyzing Qualitative Data

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data preparation & familiarization

first thing is first

- Data preparation & being familiar with the collected data is a pre-requisite for finding a theme/question to focus the analysis on

- Interview
  - Transcribing the data

- Video
  - Creating a video catalog
  - High-level description of video snippets

- Why important?
  - To get to know your collected data in-depth
  - To prepare your coding passes, that will take place once you have found a focus
  - To become aware of nuances in your data that you may not be aware off during data collection
how to start your analysis?

– Maybe you already have a focus
  • Your research question
  • Previous research or theory

– Maybe you have no idea where to start and what to expect
  • Analysis focus driven by and emerging from the collected data
research question
as starting point to qualitative data analysis

- How do library visitors use tool X in comparison to tool Y?
- Data: interviews & video recordings
- Video analysis
  - Analyze the process/approach of visitors with each tool
    → Video coding
- Interview analysis
  - Characterize how visitors talk about each tool individually and in comparison
  - Interview questions will provide a focus
    → Interview coding

previous research or theory as starting point to qualitative data analysis

- Supporting serendipity as part of book search through visualization.
- Data: interviews
- Interview analysis
  - Analyze how participants describe their use of the Bohemian Bookshelf for book search, considering in particular the aspects identified as facilitators of serendipity
  - Aspects from previous research or the theory will provide a focus

→ Interview coding

previous research or theory
as starting point to qualitative data analysis

- Territoriality in Collaborative Tabletop Workspaces.
- Data: video recordings
- Video analysis
  - Analyze how participants make use of the tabletop workspace, considering previous theories of territoriality
  - Aspects from previous research or the theory will provide a focus

→ Video coding


how to start your analysis?

- Maybe you already have a focus
  - Your research question
  - Previous research or theory

- Important: Stay open...
  - to aspects that may contradict your theory – things that do not seem to fit
  - to additional aspects that you have not previously considered

- How to deal with the unexpected
  - (At least) write it down
  - Explore as part of the same analysis, or as part of an additional analysis pass
how to start your analysis?

– Maybe you already have a focus
  • Your research question
  • Previous research or theory

– Maybe you have no idea where to start and what to expect
  • Analysis focus driven by and emerging from the collected data
the collected data as starting point to qualitative data analysis

– Suitable when research questions/topics are open-ended
– Analysis focus is derived through the collected data
– “Bottom-up” approach, especially suitable when the data is very rich
  → video recordings / open-ended interviews
– Requires an extended familiarization process
the collected data
as starting point to qualitative data analysis

- The use of tabletop displays as part of public exhibition spaces
- Data: video recording of visitors’ interactions via two video cameras
- Open-ended video analysis
  1. Video catalog
  2. High-level descriptive classification of video snippets
  3. Video watching
  4. Video watching
  5. Video watching
  → Video coding

the collected data
as starting point to qualitative data analysis

- Creating a video catalog
  - FFW through the video
  - Notes on high-level aspects
    - Participant gender
    - Interaction times
    - Repeated interactions

- High-level descriptive classification of video snippets

the collected data
as starting point to qualitative data analysis

– Finding a focus
  • Watching, watching, watching
  • Trying to describe (verbally or in written form) what is there to see
  • Peripheral watching

the collected data
as starting point to qualitative data analysis

- Visitor’s use of a tabletop visualization in a museum
- Data: observational notes & questionnaires
- Open-ended analysis of notes
  1. Observation catalog
  2. High-level descriptive classification of observations
  → Coding of observational notes

the collected data
as starting point to qualitative data analysis

- Visualization novices’ use of two different visualization tools
- Data: produced visualizations, screen captures, interviews
- Open-ended analysis with focus on interviews and produced visualizations
  1. Interview transcript
  2. (Visual) classification of produced visualizations
  3. Listening to audio; reading transcript
  4. Listening to audio; reading transcript
  5. Listening to audio; reading transcript
→ Interview coding

how to start your analysis?

– Maybe you have no idea where to start and what to expect
  • Analysis focus driven by and emerging from the collected data

– Can’t find a focus, no matter what you do?
  • Sometimes it help to start with descriptive codes (open coding)
  • Sometimes it helps to start coding something (gesture example); sometimes a more focused topic emerges from actually starting to “describe” and “label” aspects of the data