CLUSTERING AND CATEGORIZING

Analyzing Qualitative Data
CODE DEVELOPMENT

CODING

Conditions

SORTING

Categories

SYTHESIZING

Themes

THEORIZING

Theory

Specific

Abstract / General

- adapted from Saldaña, 2013
CODE DEVELOPMENT

CODING
Codes

SORTING
Categories

SYTHESIZING
Themes

THEORIZING
Theory

Specific

Abstract / General

Categorize codes and build themes from:
• The relationship between codes
• The common meaning between codes

- 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 many groups
- Representations of data
- Confusing
- Working with, representing and understanding groups or segments in data
- Novel representation
- Persistency
- Working with multiple different representations of data simultaneously
- Known representation
- Bubble plots
- Knudsen et al., 2012
Excerpt of codes from this study

- Compare two groups [of data]
- Compare many groups
- Working with, representing and understanding groups or segments in data
- Novel representation
- Persistency
- Representations of data
- Working with multiple different representations of data simultaneously
- Known representation
- Bubble plots

Knudsen et al., 2012
Excerpt of codes from this study

- Compare two groups [of data]
- Compare many groups
- Working with, representing and understanding groups or segments in data
- Representations of data
- Working with multiple different representations of data simultaneously
- Novel representation
- Persistency
- Known representation
- Bubble plots
- Knudsen et al., 2012
Excerpt of codes from this study

COMPARE GROUPS OF DATA

Compare two groups [of data]

Compare many groups

Working with, representing and understanding groups or segments in data

Working with multiple different representations of data simultaneously

Representations of data

Novel representation

Persistency

Known representation

Bubble plots

Knudsen et al., 2012
Excerpt of codes from this study

- COMPARE GROUPS OF DATA
- Compare many groups
- Working with, representing and understanding groups or segments in data
- Compare two groups [of data]
- Working with multiple different representations of data simultaneously

Knudsen et al., 2012
Excerpt of codes from this study

COMPARE GROUPS OF DATA

Compare two groups [of data]

Working with, representing and understanding groups or segments in data

Working with multiple different representations of data simultaneously

Compare many groups

Knudsen et al., 2012
Excerpt of codes from this study

COMPARE GROUPS OF DATA

Working with, representing and understanding groups or segments in data

Working with multiple different representations of data simultaneously

Compare two groups [of data]  ?  Compare many groups

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