Analysing Qualitative Data

University of Calgary: Sheelagh Carpendale, Soren Knudsen, Alice Thudt,

University of St. Andrews: Uta Hinrichs

Tableau: Melanie Tory
Purpose of today’s tutorial

- Continue the discussion about qualitative empirical research
- Focus on **qualitative data analysis**
- Offer some practical advice for working with qualitative data
- Provide a mix of short talks and hands on activities
From today’s tutorial you will

• Gain a richer understanding of the benefits and challenges of qualitative empirical research
• Learn some basic qualitative data analysis process
• Get a feel for qualitative analysis through practical activities
• Gain practical ideas to apply to your own analysis of qualitative data
Albert Einstein

‘Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted’
ANALYZING QUALITATIVE DATA

An IEEE VIS 2017 Tutorial

http://innovis.cpsc.ucalgary.ca/qualitativeanalysis-vis-tutorial/

@QualEval

use hashtag #QualEval
Introductions
Sheelagh Carpendale

- Professor, University of Calgary
- Passionate about qualitative research
- Uncountable qualitative studies in the last 20 years

Some papers on empirical research

Uta Hinrichs
Assistant Professor, University of St Andrews
Studying Experiences with Visualizations In-Situ

Observation • Interviewing • Focus Groups


Trevor Hogan, Uta Hinrichs, Eva Hornecker. The Elicitation Interview Technique: Capturing People’s Experiences of Data Representations. IEEE TVCG. In print.


Soren Knudsen
Post Doctoral Fellow, University of Calgary
Currently: Multiple Views in Large Displays/Collaboration

*Interviews • Workshops*


@sknudsendk
Alice Thudt
PhD Candidate, InnoVis Group, University of Calgary

Personal Visualization for Self-Reflection and Personal Storytelling

• semi-structured interviews

• technology probes

• diary studies
  work in progress
Melanie Tory
Senior Research Scientist, Tableau
Interested in understanding interactive visual analysis

- Physical and digital artifact-mediated coordination in building design, M Tory, S Staub-French, BA Po, F Wu, Computer Supported Cooperative Work (CSCW) 17 (4), 311-351.
- Note-taking in co-located collaborative visual analytics: Analysis of an observational study, N Mahyar, A Sarvghad, M Tory, Information Visualization, 2012.
- Supporting communication and coordination in collaborative sensemaking, N Mahyar, M Tory, IEEE transactions on visualization and computer graphics 20 (12), 1633-1642.