Contents

List of Figures xii
List of Tables xv
List of Boxes xvii
Companion Website xxi
Acknowledgements xxii
About the Authors xxiii

Introduction 1
- Some personal history 1
- Our thinking 3
- Why a second edition? 4
- Chapter overview 5
- Chapter exercises and the companion website 7
- Our ultimate aim 8

Chapter 1: Qualitative Data Analysis and CAQDAS 9
- Qualitative research and data analysis 10
- The practicalities of research in the software context 12
  - Managing and referencing literature 13
  - Formulating the research problem and defining the research questions 13
  - Representing theoretical frameworks 14
  - Incorporating research materials 14
  - Defining factual features 14
  - Developing analytical areas of interest 15
- Some basic principles and distinctions 16
  - Analytic *processes* 16
  - Levels and directions of work 17
  - Code-based and non-code-based approaches 18
  - Cuts through data 19
- The rise of qualitative software 20
  - What types of software do we categorise as CAQDAS? 21
  - Which is the 'best' CAQDAS package? 22
- Analytic strategies in the context of software use 22
  - Analysis of discourse 24
  - Narrative inquiry 25
  - Framework analysis 26
  - Grounded theory 27
  - Thematic analysis 29

Mixed methods research 30
Visual analysis 32
Concluding remarks: a critical yet flexible approach 33

Chapter 2: The Nature of Software Support for Research Projects 35
The project management potential of CAQDAS packages 35
Starting points 36
Familiarisation 36
The software project as a container for your work 37
Case-study examples 37
Case study A: Young People's Perceptions 38
Case study B: The Financial Downturn 43
Case study C: Coca-Cola Commercials 44
Qualitative activities and software tools 44
Integration of sources and analyses 46
Exploration of content and structure 48
Organising materials and ideas 51
Grouping 51
Coding 52
Hyperlinking 53
Reflecting upon data, interpretations, processes and results 53
Retrieve, review and rethink data and ideas about them 54
Memo, summarise, track, output 55
Connecting and visualising interpretations 55
Interrogating to identify, compare and test 56
Identifying patterns, relationships and anomalies 56
Comparing subsets and cases 57
Testing theories and assessing quality 58
The right tools for the job 59
Concluding remarks: flexibility in the sequencing of tasks 59
The bits in between 59

Chapter 3: Software Summaries 61
ATLAS.ti 61
Dedoose 64
HyperRESEARCH 66
MAXQDA 68
NVivo 70
QDA Miner 72
Transana 74
Resources 76

Chapter 4: Data and their Preparation for CAQDAS Packages 79
Data types 79
File formats 81
Textual formats 82

Multimedia formats 83
Quantitative formats 83
Textual data preparation 84
Data structures 84
Units of recognisable context 86
Transcription guidelines for textual data 88
Are special formatting considerations really necessary? 92
Structural coding without auto-coding (no special formatting) 94
Formal transcription conventions 95
Multimedia data preparation 96
Social media 97
Direct or indirect handling 97
Assistance for transcribing – and developing synchronised transcripts 99
Mixed data 100
Descriptive or quantitative data import 101
Pre-coding – survey data import and auto-processing 102
Concluding remarks: laying the groundwork 104
Exercises: data and their preparation 104

Chapter 5: Early Steps in Software: Practical Tasks and Familiarisation 106

The way work can happen 107
Gain familiarity with software by setting up a project 107
Creating the project 107
Transparency 108
Naming and backing-up routines 109
Incorporating research materials 111
Getting the software project and the interface shipshape 113
Project design 115
Early organisational structures for data 115
The virtue of empty places for thinking and growing 119
Creating a framework of memos 121
The first memo 122
The dispersal of notes around the project 123
Ideas for naming memos effectively 123
Overt reflections and reflexivity: thinking out loud; telling the story 124
Memos attached to other entities 125
Standalone memos – as project management devices 126
Scoping the topic area and critiquing the literature 126
Exports from customised literature management tools 127
Optimising tools for literature management 129
Concluding remarks: groundwork for efficient analysis 131
Exercises: getting started 131

Chapter 6: Exploration and Data-level Work 134

Early exploration of data 135
Familiarisation during early handling 136

Marking data for relevance and significance 137
Simple data reduction devices and workarounds 138
Annotation tools – their universal utility 139
Multimedia data: annotations and data reduction 142
Annotating data – to aid continuity, reflexivity and openness 145
Quick content searching tools 146
Word frequency tools in CAQDAS packages 147
Text or lexical searching – the practicalities 148
Text-mining tools and complex pattern searching 150
Hyperlinking 152
Practical aspects of hyperlinking 154
Concluding remarks: appropriate use of data-level tools 155
Exercises: exploration and data-level work 156

Chapter 7: Qualitative Coding in Software: Principles and Processes 158
What is qualitative coding? 158
How coding works in qualitative software 158
Approaches to coding 160
Induction, deduction, abduction: logics of reaching explanations 160
Coding terminology 161
Inductive approaches to coding 162
Deductive approaches to coding 166
Theoretical coding 168
Question-based coding 168
Combining approaches: the practice of abductive coding strategies using software 170
The flexibility of combining approaches 174
Coding visual data: 'indirect' and 'direct' approaches 175
Coding visual data 'indirectly' via synchronised transcripts 175
Coding visual data 'directly', without an associated transcript 177
Coding in software, whatever the approach 180
Bases for generating codes 181
Concluding remarks: using software to support *your* approach to coding 182
Chapter exercises 182

Chapter 8: Basic Retrieval of Coded Data 186
Principles of basic retrieval 187
Purposes of basic retrieval 188
Aiding continuity: where did I get to last time? 188
Aiding continuity: generating snapshots of coding status 188
Moving the analysis on: identifying areas for further consideration 189
Moving the analysis on: recoding 191
Moving the analysis on: comparing coding 192
Types of basic retrieval 193
Quantitative overviews 193
Horizontal cuts 195

Vertical cuts 198
Simple filtering devices for early comparative interrogations 200
Generating output 200
Concluding remarks: reflexivity and rigour 202
Chapter exercises 203

Chapter 9: Working with Coding Schemes 205
Breaking down data, building them back together 206
Structures of coding schemes in software 207
Functioning and implications of hierarchy 208
The behaviour of hierarchical coding schemes 208
Non-hierarchical systems 210
What type of coding scheme will suit the way you work? 210
Creating coding schemes 211
Project-related factors influencing the development of coding schemes 212
Escaping the confines of coding scheme structures 214
Separating areas of the coding scheme for pragmatic or theoretical reasons 214
The relationship between the coding scheme and the theoretical framework 215
Better ways to express and collate theory – mapping and short-cut groupings 219
Coding scheme maintenance – routine actions 221
All codes, all data 223
Concluding remarks: manipulating coding schemes for your needs 225
Exercises: managing and manipulating coding schema structures 226

Chapter 10: Managing Processes and Interpretations by Writing 229
The importance of writing in analysis 230
Writing as a continuous analytic process 230
Forms, purposes and spaces for writing 231
Appraisals 231
Field notes 232
Transcriptions 233
Annotations 233
Definitions 235
Analytic memos 236
Process memos 238
Summaries 240
Final write-ups 240
Considerations when writing in software 241
Managing your writing 244
Creating, naming and dating 244
Grouping memos 246
Structuring writing 248

Integrating your writing with the rest of your work 248
Linking writing 249
Visualising memos 249
Coding your own writing 251
Searching the content of your notes 251
Outputting writing 252
Concluding remarks: integrating writing 253
Exercises: managing processes and interpretations 254

Chapter 11: Mapping Ideas and Linking Concepts 257
Mapping traditions and other software 258
Other types of 'mapping' 259
Purposes of mapping in CAQDAS packages 259
Mapping to express theoretical connections 261
General mapping functionality in CAQDAS packages 262
Software-specific functions and specialities 264
Remembered vs. scribbled links 264
Working at the data level within maps (ATLAS.ti and MAXQDA) 266
Creating, hiding and revealing layers in maps (MAXQDA and NVivo) 267
Visualising co-occurring codes in maps (ATLAS.ti and MAXQDA) 270
Creating codes (and other project items) in a map (ATLAS.ti and MAXQDA) 271
'Intelligent' links and functional relationships in maps 273
Concluding remarks: extensive possibilities for mapping 275
Exercises: mapping ideas and linking concepts 276

Chapter 12: Organising Data by Known Characteristics 278
The importance of good organisation in reflecting project design 279
The earliest basics of organisation – and the limits 279
Timing: when to put more complex organisational structures in place 282
Illustrating the potential at the interrogation stage 283
What does a data file consist of? 284
Circumstances, conditions, contexts, cases 286
The evolution of data organisation 286
Imperfect categories 288
Case studies 289
Organising whole documents in software 290
Organising at document level – step-by-step advice 292
Organising at document level – by importing a spreadsheet (or survey) 293
Starting a table off in the right format? 294
Organising within the document (parts of documents) 294
Coding in step-by-step ways 297

Auto-coding 297
The implications of coding cases, respondents and parts of files in terms of their further organisation 298
Concluding remarks: potentials and cautions 299
Exercises: organising data by known characteristics 300

Chapter 13: Interrogating the Dataset 303
The role of interrogation in moving on 303
The incremental, iterative and repeatable nature of querying 304
Combining different dimensions of data 305
Test theories and expectations (hunches) 306
Creating signposts for and from queries 307
Identify patterns and relationships 309
Compare subsets, cases and interpretations 311
Quality control 314
Quality: queries improving interpretive processes 314
Quality: flag up problems and check work 315
Software tools for interrogating the database 315
Searching content and/or structure 316
Simple forms of retrieval 317
Readily available information about codes (without building complex queries) 319
Coding queries 320
Qualitative cross-tabulations 322
Visualising results 323
Tables and matrices 323
Charts and graphs 326
Concluding remarks: interrogation functionality in CAQDAS packages 327
Chapter exercises 328

Chapter 14: Convergence, Closeness, Choice 333
Planning for the use of software 333
Convergence of tasks and tools: software as a container for your work 334
Closeness to data: inside software and outside it 335
Changing techniques of data analysis 335
Automation, quantitisation and mixing methods 336
Visual and social media analysis 337
Focused effective use of software 338

References 339
Index 346