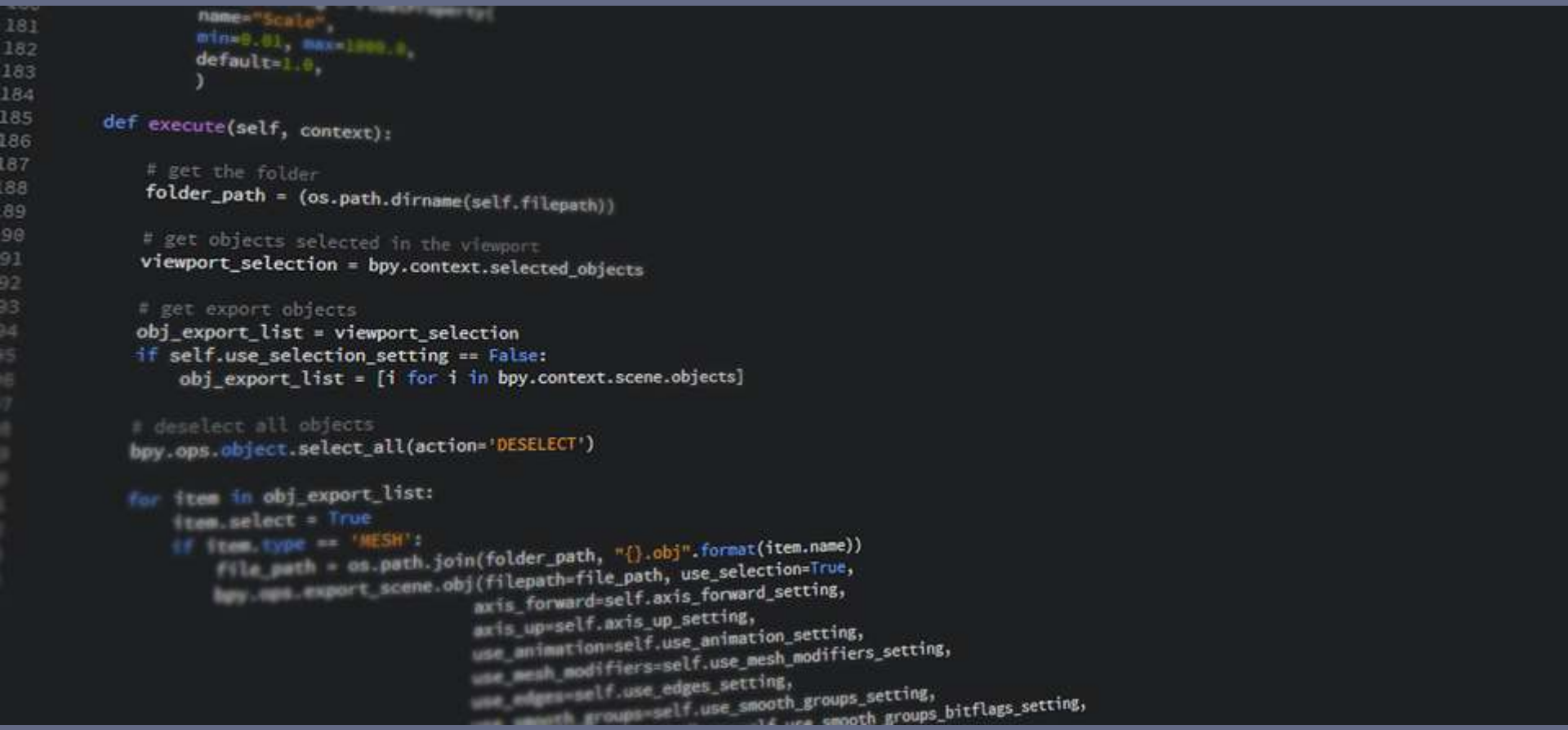


Marlene Altenhofer
Victoria Neumann
Nikolaus Pöchhacker

Vienna, 28.01.2017

Coding Society

Introduction to computer-assisted qualitative analysis with ATLAS.ti

Schedule

10:00	Welcome & Introduction
10:15	Grounded Theory
10:45	*Break*
11:00	Coding on Paper
11:15	ATLAS.ti Intro
12:00	How is the Mac version different?
12:15	Working together on our example material
13:15	*Lunch Break*
14:15	Working on own stuff
15:30	Closing Discussion
15:45	*Fin!*

What is CAQDAS? What can it do for us?

- CAQDAS = Computer-Assisted Qualitative Data Analysis Software

- order: organise & structure collected data
- analyse: code your data, make notes and memos
- arrange: relate our data to each other
- teamwork! (depending on software)

…and what not?

- Methodological considerations have to be made a priori
- No supplement for reflexive analysis and thinking
- Performative aspects of software

Various software & programmes

- ATLAS.ti
- Express Scribe
- MAXQDA
- Nvivo
- QCAmap (online tool)
- …

ATLAS.ti vs. other software

- Several other similar software available
- ATLAS.ti quite established
- ATLAS.ti available on University of Vienna computers and (fairly) cheap student licences available for students (ZID)

Coding as a key element

- What does coding mean?
- How is coding conceptualised?
- How is it done?

Grounded Theory

"[Grounded Theory] is not a description of a kind of theory. Rather it represents a general way of generating theory (or, even more generically, a way of having ideas on the basis of empirical research)"
(Atkinson, Coffey & Delamont, 2003, p. 150)

History of Grounded Theory

- Developed by Strauss & Glaser in the 1960s
- Roots: Pragmatism, Symbolic Interactionism and the Chicago School
- Describe complex social contexts/situations
- Core idea: **bridging empirical data and theory**

Basic approach of Grounded Theory

"[...] the discovery of theory from data"
(Glaser & Strauss, 1967, p. 1)

- Find categories in data
- Relate the categories to each other
- Finally: build theory

Coding in Grounded Theory (I)

"Coding means naming segments of data with a label that simultaneously categorizes, summarizes, and accounts for each piece of data."
(Charmaz, 2006, p. 43)

Coding in Grounded Theory (II)

- Coding: think about the data we gathered and our research question
- First step from moving beyond statements to analytic interpretation
- Coding in different rounds

Initial/Open coding

- Go through your data, line by line, or word by word, segment by segment
- Be fast, quick, and open minded :-)
- Strauss: Code actions, not topics – use the gerund!

describing vs. description

In-vivo codes

- Symbolic markers of meanings and views
- Takes into account material/participants' perspectives
- Analytically tricky, but good for implicit meanings!
- Useful in-vivo codes (Charmaz, 2006):
  - General, well-known terms that condense meaning
  - Innovative terms capturing meanings and/or experiences
  - Insider terms specific for a particular group/theme that reflects perspective

Focused coding

- Compare codes with data
- Compare codes with codes
- What codes make sense analytically?
- Goal: Create/identify categories

Axial coding

- Refine and differentiate categories from focus coding: core category
- General aim:
  - Build relations between categories
  - How these relations relate to formal and contextual aspects

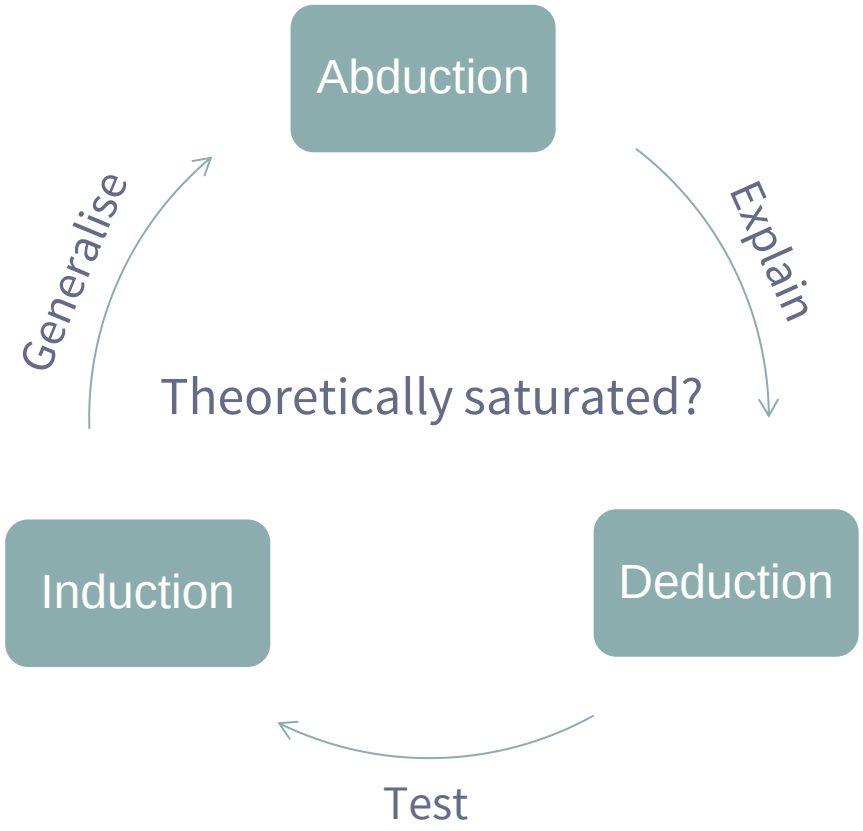
Selective/Theoretical Coding

- Last step of the coding process
- Similar to axis coding, but more abstract!
- “Integrate” other coding steps and find red thread/story line
- Goal: Condense your findings to one sentence!

Theoretical Sampling (I)

- Informed selection of:
  - Cases
  - Empirical material
- Asks the question(s):
  - Where is my not yet grounded theory?
  - Where would I find *deviant* cases?

Theoretical Sampling (II)



Break time!

Coding exercise

Research question:

How is the relation between body and security conceptualised in the case of self-tracking fitness devices?

What can we do with ATLAS.ti?

- Sorting data and systematisation (e.g. coding)
- Organising (big amounts of) data (e.g. relating codes through mapping)
- Easily find specific parts of our data
- Writing notes (comments, memos) linked to our data

What can we analyse?

- Documents of different kind:
  - Interview transcripts, field notes, papers, etc.
  - .pdf, .doc, .txt, etc.
- Images, pictures, graphs, etc.
- Video (restricted)
- Audio material (restricted)
- …

Getting started: The basics (I)

- **Hermeneutic Unit (HU)**
  - Main body of our project: it provides the structure of our project in ATLAS.ti
  - Bundles all our material (data, codes, links, comments, memos, …)
- **Primary Documents**
  - = our data, so the material we analyse.
  - Primary documents are part of the hermeneutic unit.
  - **Beware:** To save the HU with the Primary Documents use “Save Bundle Copy”!

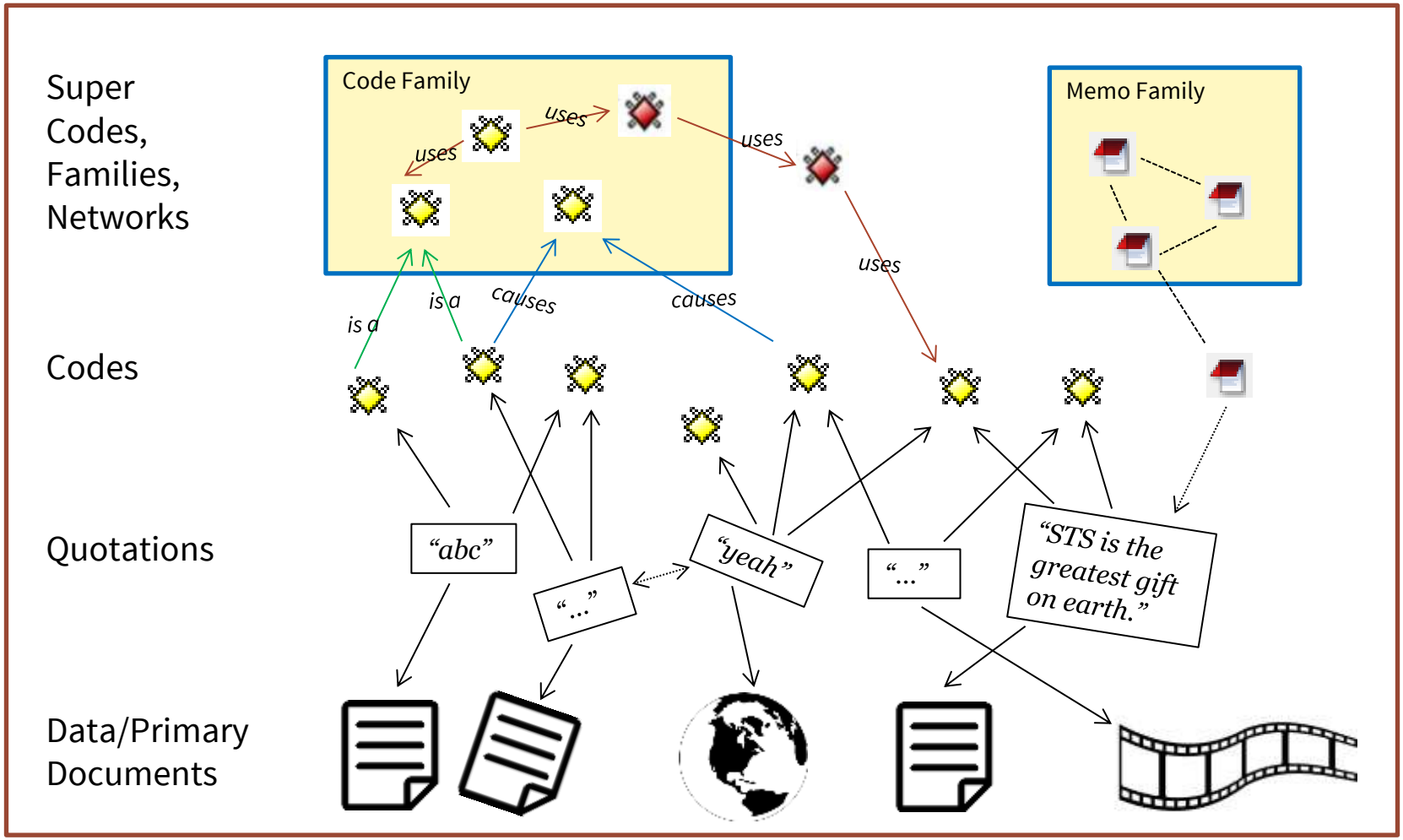
Getting started: The basics (II)

- **Quotations**
  - "Extracts" of our data (text passages, words, part of an image, etc.)
- **Codes**
  - Abstraction and interpretation of quotations/parts of quotations
  - First interpretations
  - Codes (own label) and In-Vivo Codes (label name = quotation)
- **Connecting** quotations and codes

Getting started: The basics (III)

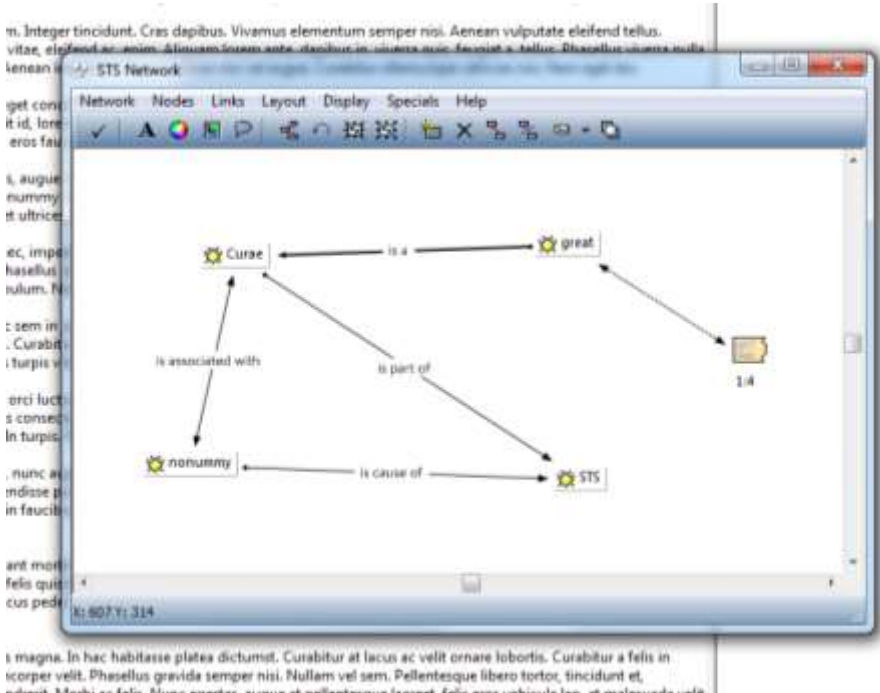
- **Grouping** codes to **Code Families**
- **Memos**
  - Notes on our project, parts of the project, etc.
  - Should help us find theories (cf. Grounded Theory)
- **Comments**
  - Notes on our codes

Hermeneutic Unit (HU)



It's all about the family…

- **Code Families**
  - Allow us to group (and thus organise!) our codes
  - Possibility to create categories (cf. Grounded Theory)
- **Memo Families**
  - Allow us to group our memos
- **Networks**
  - Help us to visualise our codes, quotations, memos, etc.
  - Relating codes, quotations, memos, etc. to each other



Lunch break time!

How is the Mac version different? (I)

- Design differences
- Does not (yet) support team projects
- Decide wisely:
  - Bi-directional project transfer between the Windows and Mac version currently not fully supported (ATLAS.ti says: “expected in January 2017” – but who knows…)
  - At the moment only transfer from Windows to Mac possible, but not the other way round!

How is the Mac version different? (II)

- Terms: **“Families”** (Windows) = **“Groups”** (Mac)
- Mac version sometimes handier than Windows version (quicker coding)
- …but also sometimes not: e.g. no button for writing Memos
- No “bomb button” (for moments of frustration)
- …

What we are going to do:

We sent you a pdf of the “Smart City Wien Framework Strategy:

https://smartcity.wien.gv.at/site/files/2014/09/SmartCityWien_FrameworkStrategy_english_onepage.pdf

- Take a closer look at the dimension “Quality of Life” (pp. 69-79)
- **Search for the “Smart Citizen”**

Coding Together

What we are going to do:

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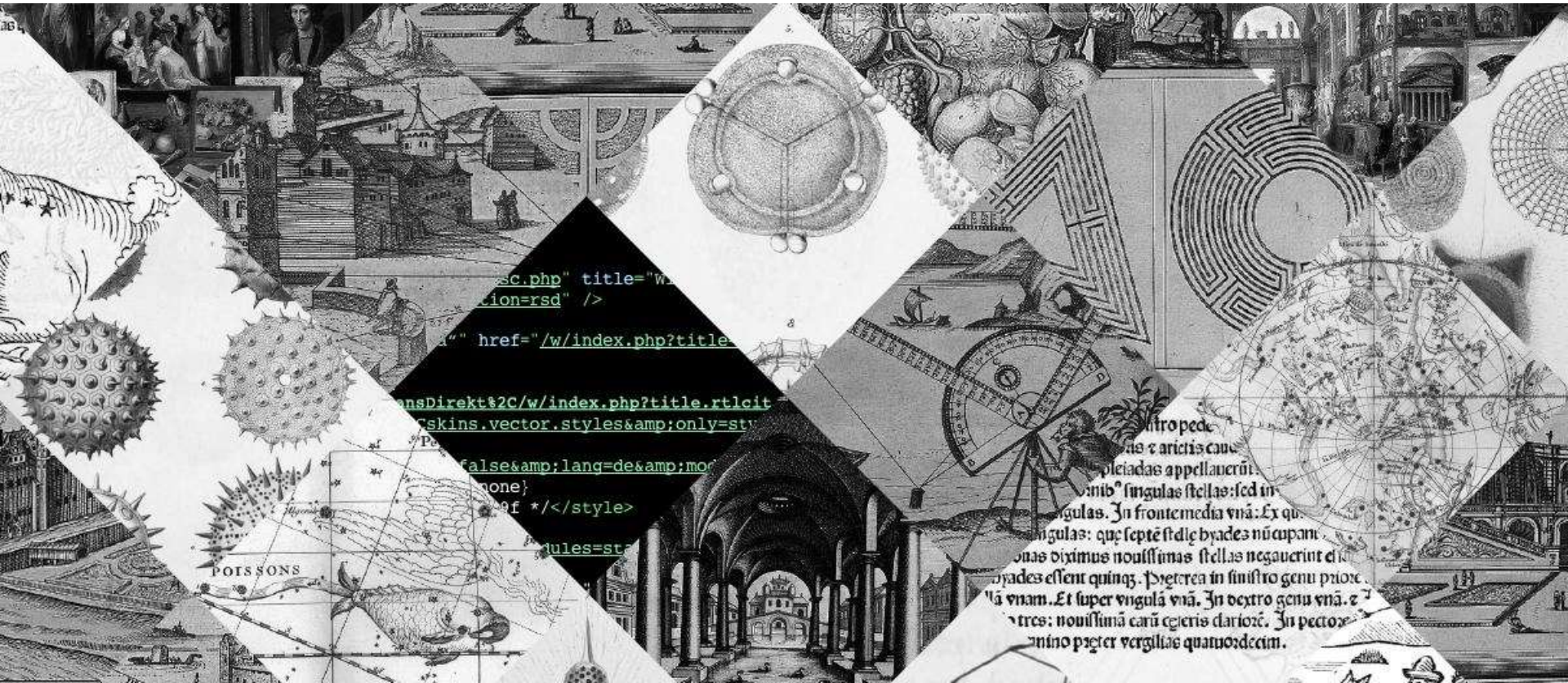
- **Search for the “Smart Citizen”**

Break time!

Now it’s your turn!



Let's talk!

- Where do you see issues/problems?
- How to use that created knowledge to transform it into a paper?

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Atkinson, P., Coffey, A., & Delamont, S. (2003). *Key themes in qualitative research: Continuities and changes*. New York, NY: Rowman & Littlefield.

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