Coding Society

Introduction to computer-assisted qualitative analysis with ATLAS.ti

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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)
- ...

Introduction
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)

- Abduction
- Induction
- Deduction

Theoretically saturated?

Generalise

Explain

Test
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)

- ...

ATLAS.ti Intro
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)

Super Codes, Families, Networks

Code Family

uses

is a

causes

Memo Family

uses


Codes

Quotations

“abc”

“yeah”

“…”

“…”

“STS is the greatest gift on earth.”

Data/Primary Documents
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:


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

