Chapter One: The Process of Computer-Assisted Analysis

Video Tutorials

On the book’s companion website (https://study.sagepub.com/friese3e), you can find links to videos that discuss doing qualitative analysis so you can build up your knowledge.

Title: Computer Assisted Qualitative Data Analysis by LearningFromWOeRK
URL: https://www.youtube.com/watch?v=b3MMLqaxxfk

Title: Qualitative data analysis with ATLAS.ti: Book summary by Susanne Friese
URL: https://www.youtube.com/watch?v=QpzC7__5e_k

Title: Alan Bryman’s 4 stages of qualitative analysis by Graham Gibbs
URL: https://www.youtube.com/watch?v=7X7VuQxPfpk&list=PL14E49EDF20613008

Further Reading

Here Susanne has carefully put together a selection of articles, chapters and other resources to help you successfully complete a qualitative data analysis project.


This is a great article on the ongoing condemnations of Qualitative Data Analysis Software (QDAS) and how citation errors keep these criticisms alive. The authors use a zombie metaphor to describe the phenomena – a nice way of demonstrating how unrealistic this debate is (unless you believe in zombies of course).

The title says it all. Before you embark on your first project, this book is a good read in order to avoid common pitfalls. If you have already conducted one or more projects, you might have some aha-moments when reading the book, understand better why you ran into problems or found some things difficult to do – and learn what you can do better next time.


If you are new to qualitative data analysis, this book gives you a good introduction on how to go about analysing your data. There are some example on how this can be done using QDAS. It is however a more general book on analysing strategies.

Like Pat Bazeley’s book, all of the following books help you in understanding the process of analysing qualitative data and how to go about it:


https://pdfs.semanticscholar.org/089c/49b369275a2be336b36adc93aa9c60eb54c3.pdf

In this articles the author describes the qualitative reasoning process and introduces four analytic strategies related to different types of research questions and methodological approaches.

This is a paper from my mentor John Seidel who taught me about the principles of computer-assisted data analysis. The NCT method of computer-assisted data analysis described in my book are based on his original idea how noticing, collecting and thinking go together in qualitative data analysis.

Read more on the difference between method and methodology here:

- Friese, Susanne (2014). On methods and methodologies and other observations, in Friese, Susanne and Thomas Ringmayr (eds.), *ATLAS.ti User Conference 2013: Fostering Dialog on Qualitative Methods*. University Press, Technical University Berlin. [http://opus4.kobv.de/opus4-tuberlin/frontdoor/index/index/docId/4413](http://opus4.kobv.de/opus4-tuberlin/frontdoor/index/index/docId/4413)

This is still early days, but as mentioned it is important that you start thinking about which methodology you want to use at the beginning of your project and not after you have collected all data. The following articles offers some suggestions and comparisons:

Nick Woolf and Christian Silver, in discussing on how to best teach computer-assisted qualitative data analysis, developed what they call the 5-level QDA method. They distinguish between strategies (roughly speaking the underlying methodological approach, what you want to achieve) and tactics – software features and mouse clicks. Read more in the following articles:


**Review questions**

When you have worked through the material here and in Chapter 1 of the book, you should be able to answer all the following questions:

1. What are common criticisms of computer-assisted qualitative data analysis?
2. What is the response to the criticisms?
3. Explain the NCT-method of computer-assisted qualitative data analysis.