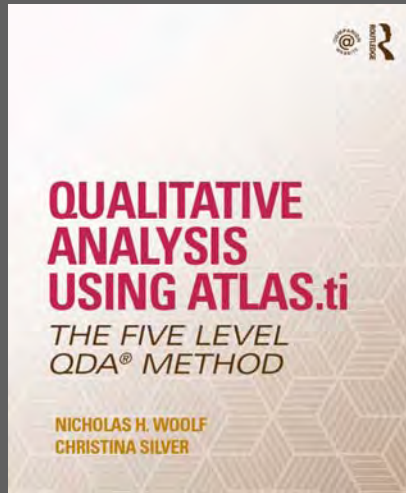


# Don't let the software drive the process: The *Five-Level QDA* method for producing high-quality data analysis using ATLAS.ti



**Nicholas Woolf and Christina Silver**

# Part 1

Nicholas Woolf

# Genesis of the Five-Level QDA method

- **40 combined years observing students gain expertise**
- **Challenges in gaining expertise**
  - Limited or superficial use
  - Stop using it when it could be most helpful
  - Allow software to drive the process

# Addressing the challenges

- A method for *harnessing ATLAS.ti powerfully*
- A pedagogy that transcends methodology or software
- Unpacking the black box of expertise

# The first principle

- **Strategies are different from tactics**

- “An alternative search strategy is to select a sample of journals and to search for articles...this tactic was employed...”

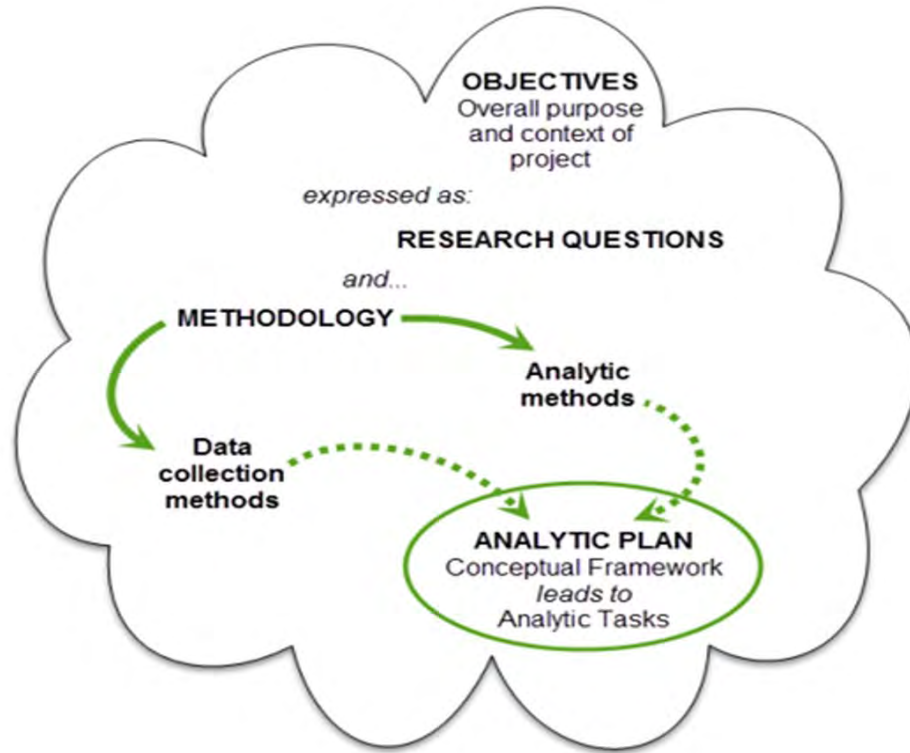
Bryman, A. (2006). Integrating quantitative and qualitative research: How is it done? *Qualitative Research* 6(1), 97-113

- **Strategies: *What you plan to do***

- Driven by projects objectives and research question

# STRATEGIES

what you plan to do



# The first principle

- **Strategies are different from tactics**

- “An alternative search strategy is to select a sample of journals and to search for articles...this tactic was employed...”

Bryman, A. (2006). Integrating quantitative and qualitative research: How is it done? *Qualitative Research* 6(1), 97-113

- **Strategies: *What you plan to do***

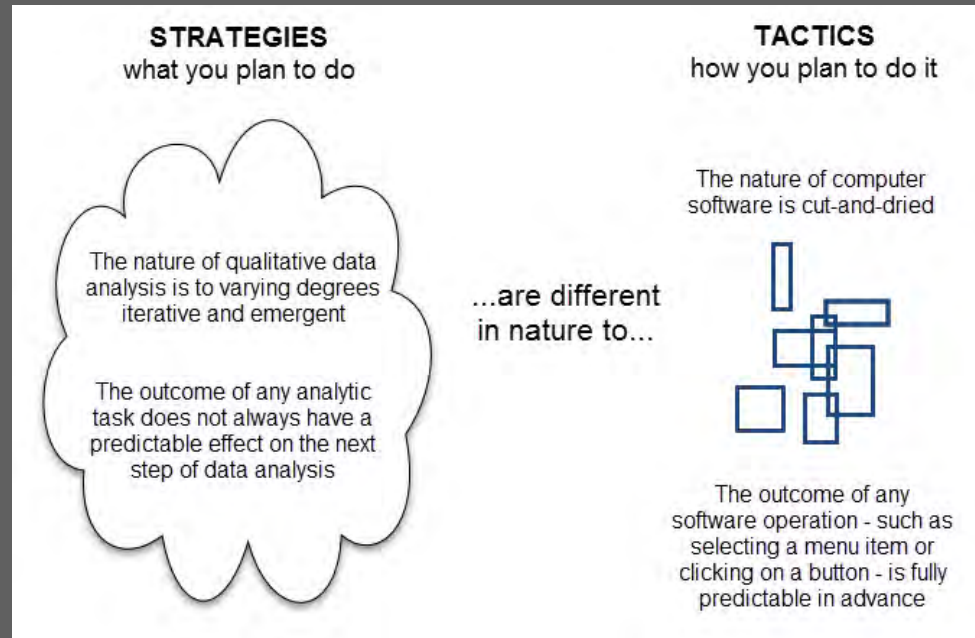
- Driven by projects objectives and research question

- **Tactics: *How you plan to do it***

- Highlighters, whiteboards, general purpose software, CAQDAS...

# The second principle

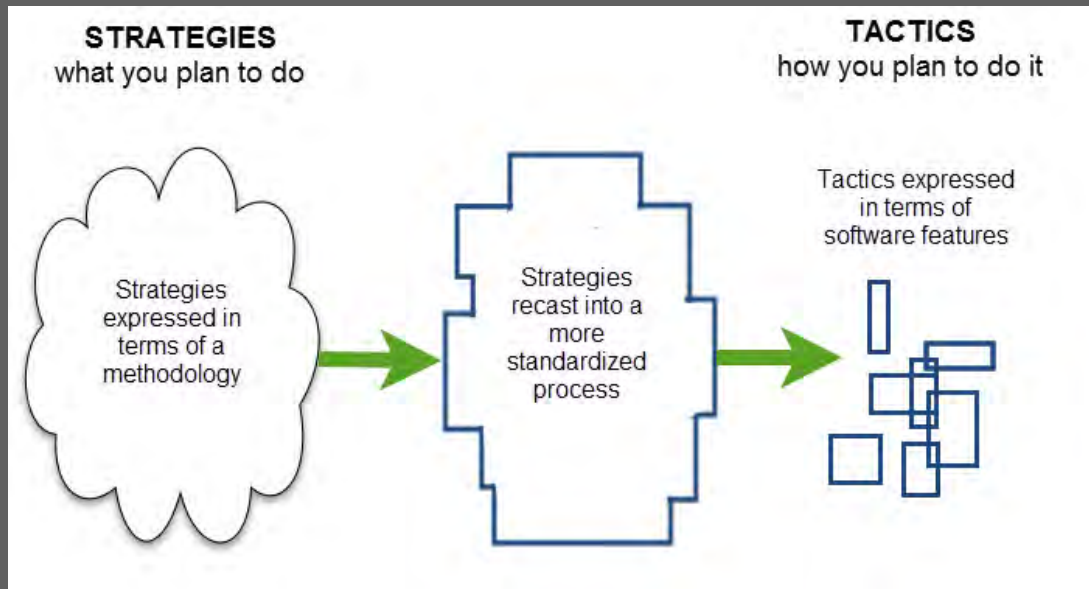
- Analytic strategies are contradictory to software tactics





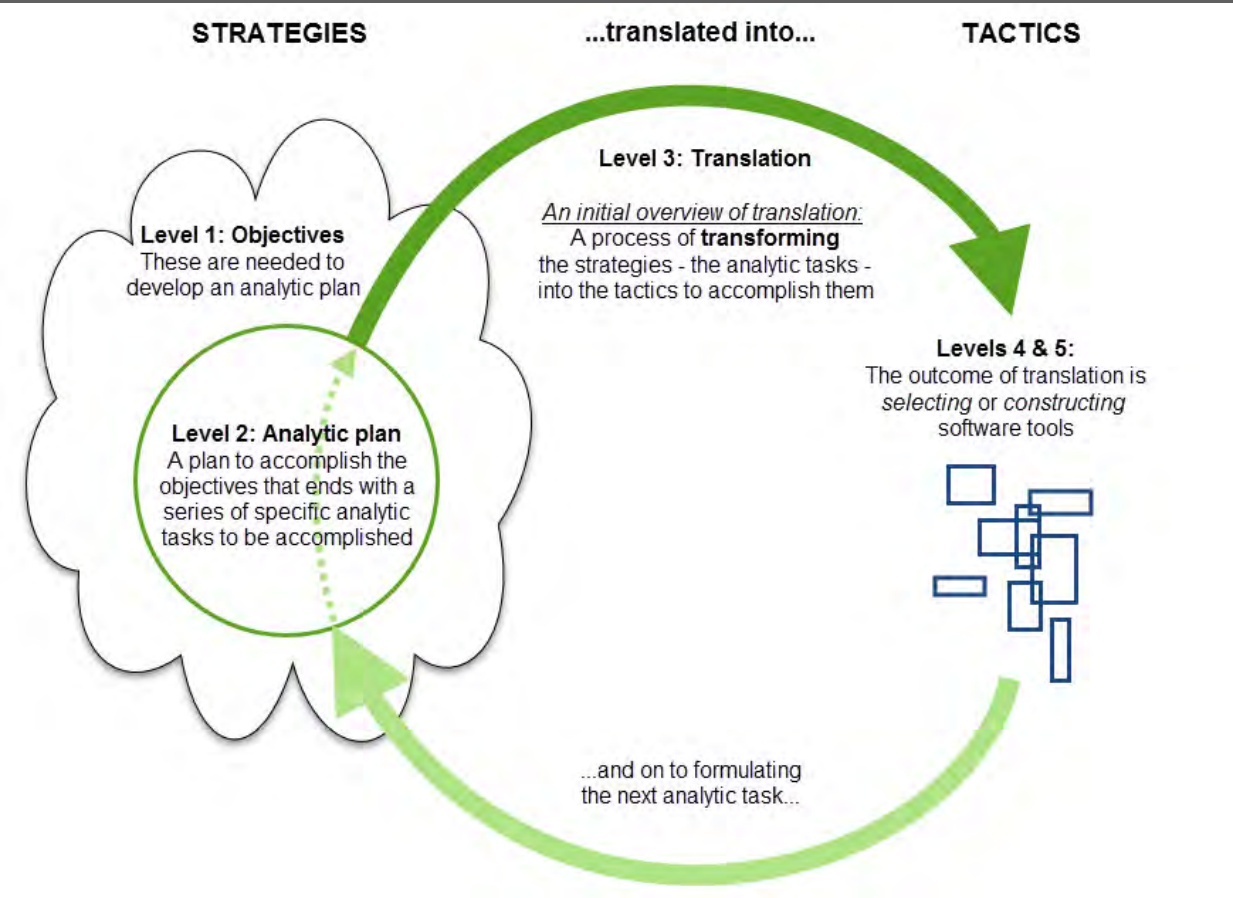
# Managing the contradiction

- **Avoiding the contradiction**
- **Compromising**



# Managing the contradiction

- **Avoiding the contradiction**
- **Compromising**
- **Transcending the contradiction**
  - Experts unconsciously transcend the contradiction between analytic strategies and software tactics by “translating” between them
  - The Five-Level QDA method unpacks the unconscious process of translation



# The five principles of the Five-Level QDA method

- **Strategies and tactics are distinct**
- **Analytic strategies and software tactics are contradictory by nature**
- **Avoidance or compromise are problematic ways to manage the contraction**
- **Transcending the contraction through translation**
- **Translation is always driven by analytic strategies**

# An overview of the process

- **Work with software “components” rather than “features”**
- **Identify “analytic tasks” for translation**
- **Translate the units of the task to components of the software**
- **Five steps of translation**

# Part 2

Christina Silver

# DEMONSTRATION

- What can happen when you let *tactics drive strategies*
- Thinking processes when ensuring *strategies drive tactics*
- The same task can be accomplished using *different tools*

# Project context: a literature review

## OBJECTIVES

identify problematic areas of using software for QDA

→ develop relevant online support materials

## FOCUS OF THE REVIEW

- how does the literature discuss issues in teaching, learning and using qualitative software?

## ANALYTIC METHODS

- In-depth literature review – inductive thematic analysis



# ANALYTIC PLAN

1. Gather seemingly pertinent articles (identified outside ATLAS.ti)
2. Narrow down the pool of literature (identify *actually* pertinent literature)
  - *Familiarize with literature*
  - *Organise literature according to relevance*
3. Inductive thematic analysis of pertinent literature
4. Interrogate the data to establish findings
5. Write a first draft of the literature review
6. Prepare the draft literature review
7. Plan the data analysis

# Tactics for familiarization

- *Word cloud* – visualise frequent words
- *Word list* - count frequent words
- *Auto-code* – capture sentences/paragraphs where potentially useful words / phrases occur

# TASK: NARROW DOWN POOL OF LITERATURE

## PURPOSE

- *develop an overview of the content of literature*

## PREVIOUSLY

- *gathered large number of articles*

## LOOKING AHEAD

- *identify relevance of each piece of literature using standardized criteria*

# Tactics for organizing according to relevance

- **Code** – *to capture repeated aspects contained within review sections*
  - *could be done by auto-coding (if repeated aspects consistently referred to)*
  - *or re-coding parts of within in document*
  - *or re-coding within a network view*
- **Assign to document groups** – *to gather reviews according to relevance*

# Thank you...

**To find out more**

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**To contact us**

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