Introduction to Atlas.ti

USING ATLAS.TI FOR QUALITATIVE ANALYSIS

JANUARY 2017
Today’s plan

* Coding as a stage in qualitative research
* Options for qualitative software
* **Atlas.ti:** Getting Started
* **Atlas.ti:** Adding Memos (comments) and Codes (tags)
* **Atlas.ti:** Running Queries, Tables, and Outputs
* Questions and discussion
The Ethnographic Research Cycle

1. Selecting the site
2. Collecting data, i.e., observation, interview, document review
3. Recording data, e.g., field notes, images, videos
4. Analyzing the data, i.e., identification of domains, themes, pattern, events, etc.
5. Writing the ethnography

Research Context

The ethnographer
Stages of qualitative research:

**Develop** an anthropological question

**Lit review** and conversations for focus

Choose a **method**

Choose a **sampling** strategy

Collect data **ethically**

**Analyze data** by coding for themes

**Share results** and apply in your communities

---

Coding is a:

“Systematic way to condense extensive data into smaller analyzable units through the creation of categories & concepts derived from the data.”

– Lockyer 2004
Options for Coding
Paper methods of qualitative analysis:

own home

lonely

people around

When you move into your own home, you're alone. There is no bustle of people around the

house, I miss having someone to chat to when I get home, I put the TV on some music so

lonely

there's some background noise, the silence makes me feel so alone. Sometimes I will be sat

watching trash TV and thinking I should be out doing something rather than watching this-

bored/depressed

rubbish, I read a lot but sometimes I am too tired and just want to veg out. But it's been good

unhealthy to be dependent

to move out of mum and dads as it's not healthy to rely on them as they won't last forever. I

become independent and made my own decisions, it's good they still there when I need them.

distance

conflict

It's good to have some distance as when I was at home was arguing a lot with my dad and

more out

that was made me decide it was time to go.
Or... qualitative software

I wish I had learned how tough it is and how long it takes to get a professional job. I wish I had considered an online school; I don't think employers discriminate against online schools when hiring. If people want to work in a more competitive library, like an academic library, they shouldn't expect to coast into a job without previous relevant experience. Getting involved in... are two of the best

I wish I had learned how tough it was and how long it takes to get a job. I also wish I learned that most people have to move for their first academic job (I never wanted to leave my home state, but I had to). I would have considered an online school to save money.

I would have spent more of my time during my MLIS school years studying teaching pedagogy and digital technologies.

I wish there was a psychology professor teaching a course for public (especially bound situations).

Enter codes separated by |

Skills-people | Ed-mgt
When to use CAQDAS software:

**Reasons to use**
- Build complex codes
- Test relationships
- Handle large data
- Good for teams

**Reasons not to use**
- Cost
- Learning curve
- Simple or few interviews
Qualitative analysis software can:

- Use text, PDF, image, video
- View codes in margin
- Import demographics
- Export coded quotations
- Add memos
- Run searches (X and Y, near)
Student pricing on CAQDAS software packages

- **Atlas.ti**
  - $99/2 yrs
  - Flat codes

- **MaxQDA**
  - $115/2 yrs
  - Hierarchy

- **NVIVO**
  - $120/1 yr
  - Hierarchy

- **Dedoose**
  - $11/month
  - Web based
  - Big project slows site
Questions to ask before using software:

* **How many** interviews, observations, photos, news clippings, or fieldnotes have I collected?

* How **in depth** does my analysis need to be?

* Does my **advisor** recommend a certain method of coding?

* Have I studied a given method of **coding** or analysis?

* Is **software** likely to help with *this* method for *this* project?

* Do you need software skills for the **job market**? 😊
Using the **free Atlas.ti 8 trial**

http://atlasti.com/free-trial-version/

- No limits on time, but has limits on size
- 10 primary documents (.doc files, images)
- 100 highlighted pieces of text (“quotations”)
- 50 codes, 30 memos (notes to self)
Open **qualitative data** for practice analysis

- Start with your own documents, images
- Or code blog posts and web articles

International interview & diary archives are also available:

Organizing your project

Name files descriptively:

2009-06-15_MNG_int1_Aqmaral_CE_v3.txt
Aqmaral-interview-1.rtf

Separate each interview, survey respondent, or day of fieldnotes in its own file

Organize in folders on computer, or in groups in Atlas.ti
Format **before import**

- Convert Word files to open .rtf format
- Make edits and fix all typos before coding
- Remove direct identifiers (& record in anonymization log)
- Use special formatting to import Excel surveys

(More on organizing your records: [bit.ly/DLabQualRDM](bit.ly/DLabQualRDM))
Wayfinding in Atlas.ti software

Top row: select tabs for visual menus

Icons: opens the document, codes, and memo managers

Left: explore list of documents and codes

Center: view your coded document

Right: see codes in right margin
Starting a new project

1) File -> New -> Create New Project
2) Home tab -> Add Documents -> Add Files or folders
Create *document groups* to group characteristics

Organize *documents* by gender, age, location, theme

(You can also create groups of codes and memos for analysis)
Quotations, Memos, and Codes
Software is only a supporting tool for your analysis

a. Read: Start with a close reading.
b. Memos: note interesting points or starter ideas.
c. Coding: Mark texts systemically by topic / concept.
d. Explore: your codes or participants in relation.
e. Analyze: Build networks or export coded quotations for further analysis and writing up.

Kuckartz and McWhertor (2014) Qualitative Text Analysis, p.5, 9
Highlighting **quotations** on the first read

Document tab → Create Quotation Button, or

Right click → Create Quotation,

To highlight interesting text as you read

---

*What kind of reactions do you get from people?*

Oh, "kazakhs are really friendly and really laid back." Out in the village someone could be upset, a chief or someone, but in Almaty, it's a "world-class city" and people here's still some novelty running into an American. [Create Free Quotation]
Editing quotes in the *quotation manager*

Open the quote manager to rename or add comments (a text-up interpretive approach).
Reflection with **memos**

**At the project level:**
- Capture emerging ideas
- Log issues and your response

**Can also:**
- Convert to document
- Add to network (show)
- Group and organize
Think before coding

Read over the text first. Two options:

1) Define the scope of your research, and **focus on that**
   
   *Code for pre-existing concepts that relate to your argument*

2) Let themes emerge from the data
   
   Code for a few core topics first

One concept, one code (vs. impact-of-family-size-in-Africa?)
Coding: tag recurring topics or concepts

Right-click to add a code
Grouping codes into families

<table>
<thead>
<tr>
<th>Code Groups</th>
<th>Search Codes</th>
<th>Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs (7)</td>
<td>Know your market</td>
<td>[Things to Know]</td>
</tr>
<tr>
<td>Education (44)</td>
<td>Know a specialty~</td>
<td>[Things to Know]</td>
</tr>
<tr>
<td>Experience (9)</td>
<td>Network with others</td>
<td>[Things to Know]</td>
</tr>
<tr>
<td>Job Market (13)</td>
<td>Don't pay for it</td>
<td>[Costs] [Job Market]</td>
</tr>
<tr>
<td>Skills (4)</td>
<td>Get practical education</td>
<td>[Education]</td>
</tr>
<tr>
<td>Things to Know (16)</td>
<td>Get tech education</td>
<td>[Education]</td>
</tr>
<tr>
<td></td>
<td>Get library education</td>
<td>[Experience]</td>
</tr>
<tr>
<td></td>
<td>Get intern experience</td>
<td>[Experience]</td>
</tr>
<tr>
<td></td>
<td>Get any experience</td>
<td>[Experience]</td>
</tr>
<tr>
<td></td>
<td>Move for Job</td>
<td>[Job Market]</td>
</tr>
<tr>
<td></td>
<td>Get mgmt education</td>
<td>[Education]</td>
</tr>
<tr>
<td></td>
<td>Be flexible</td>
<td>[Job Market]</td>
</tr>
<tr>
<td></td>
<td>Enjoyed LIS community</td>
<td>[Education]</td>
</tr>
<tr>
<td></td>
<td>Choose cheap program</td>
<td>[Costs] [Things to Know]</td>
</tr>
</tbody>
</table>
View or save basic coding output

Code Manager → Report (on ribbon)
Include Quotations and Comments, etc.
Save to PDF or .doc
Queries and Analyses
Exploring relationships with queries

Look at quotations in relation to multiple codes
- job market OR relocation (broadens)
- job market AND relocation (narrows)
- job market NOT relocation
- student debt WITHIN cost of MLS
- successful hireFollowsexperience (within a paragraph)

Use Scope to search only some documents
Save resulting quotations under a new Super Code
AND / OR / ONE OF (not both) / NOT

**Search Quotations**

<table>
<thead>
<tr>
<th>Id</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:6</td>
<td>I think we need to follow the laws that the government</td>
</tr>
</tbody>
</table>
Compare texts by theme

Report for Query: Be flexible & Move for Job

1:88 Content
The classes that sounded practical, I mostly haven't used. I learned a ton at my practicum and a volunteer gig. Keep an open mind about where you're willing to work, volunteer, intern and live.

4 Codes: ◯ Be flexible / ◯ Get practical education / ◯ Get unpaid experience / ◯ Move for Job

1:132 Content
Keep in mind you have to move anywhere to get a job. Be open. Also, learn a variety of skills, be open to learning more, go to conferences, network, and keep relationships close.

3 Codes: ◯ Be flexible / ◯ Move for Job / ◯ Network with others

1:197 Content
Advice: When looking for a job, if you can't be flexible geographically, be flexible in your skills and abilities. Mold yourself to fit a number of jobs. If you are set in a specific type of librarianship, been geographically flexible.

3 Codes: ◯ Be flexible / ◯ Know a specialty / ◯ Move for Job
Preliminary Analysis Tools

Co-occurrence table
• Relationships between two codes
• Strength of relationship + counts

Codes - primary document table
• Relationship between codes & documents
• Distribution of codes across documents
Cooccurrence: check overlap of codes

<table>
<thead>
<tr>
<th></th>
<th>Don't pay for it</th>
<th>Know a specialty</th>
<th>Know your market</th>
<th>Move for Job</th>
<th>Network with others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be flexible</td>
<td></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Choose cheap program</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't pay for it</td>
<td></td>
<td>1</td>
<td>5</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Get intern experience</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Get library experience</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Know a specialty</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Know your market</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Move for Job</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Network with others</td>
<td></td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Frequency of codes by document

<table>
<thead>
<tr>
<th>Document</th>
<th>Harm</th>
<th>Legality</th>
<th>Representation</th>
<th>Security</th>
<th>Visas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fieldnotes Summer 2010.doc</td>
<td>12</td>
<td>10</td>
<td>27</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>NGO-2010-01 Eric.doc</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>RM-2010-03 Aqmaral.doc</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>STM-2010-01 Hannah.doc</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>

**Left:** times coded “harm”

**Below:** words coded “harm”
Emmelhainz: project on missionary ethics when government restricts access to a country.
View and save your outputs

Atlas.ti is not open source; it’s important to archive to open formats!

• Export **code** list and code hierarchy for project archiving
• Export quotations from **query** results for analysis
• Export to SPSS
• Export coded **primary documents** to PDF for archiving
Further resources for Atlas.ti

Trial version: http://atlasti.com/free-trial-version/
Student licenses: http://atlasti.com/students/
Video tutorials: http://atlasti.com/video-tutorials/
Quick tour and manuals: http://atlasti.com/manuals-docs/
Manuals: http://atlasti.com/manuals-docs/
Sample Projects: http://atlasti.com/manuals-docs/#Sample-Projects
Part 3: Questions & Feedback