BEYOND CODING

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OVERVIEW

• Introduction
• Beyond coding
• Results of survey
• What could we do to encourage greater use of tools beyond coding?
USING CAQDAS IN QUALITATIVE RESEARCH

QDA Activities
- Data Management
- Thematic Analysis
- Making Sense

NVivo tools
- Data import
- Collections
- Classification
- Coding
- Memoing
- Querying
- Visualisation
NOTHING HAS CHANGED!

• ‘All to often, I am asked the question: “Now I’ve coded all my data what do I do next?”’, or similarly, “How can I print off all the text for each of my nodes?”’  p224 Bazeley, 2013

• ‘The most frequent form of display for qualitative data in the past has been extended text. ... It is dispersed, sequential rather than simultaneous, poorly structured, and extremely bulky. Using only extended text, a researcher may find it easy to jump to hasty, partial, unfounded conclusions.’  p11 Miles & Huberman 1994
SURVEY

• 19 full responses (out of 79 sent to people who I’ve had contact with, mainly through training)

• 65% PhD, 35% Funded research

• 75% were analysing individual interviews with 25% including some other form of data

• Quantity of data varied from 2 - 514 documents but most 20 - 99

• Mostly using NVivo10 but a few using NVivo7

• Spread of expertise from new users to those using it for over 2 years
Q: For each Nvivo tool/technique (eg coding, querying, memoing etc) that you use, please describe briefly how it helps with your research.
SO HOW DID EACH RESPONDENT USE NVIVO?

• Bearing in mind that most of the respondents either attended an advanced course or workshop:
  
  • Was NVivo just used for ‘making sense’ for a few respondents or did most of them use at least one tool for ‘making sense’?
  
  • Of those that didn’t use NVivo for ‘making sense’ was this because they were in the early stages of their research?
  
• In the survey, I asked:
  Q: How long have you been using NVivo
  Q: How would you describe your use of NVivo (novice, still learning, know what I want to use, know about most aspects)?
RESPONDENT USE OF NVIVO

Data Management
Thematic Analysis
Making Sense
WHY AREN’T TOOLS USED MORE IN ‘MAKING SENSE’ ACTIVITIES?

• Uses are not aware of tools

• Tools are not suitable
  eg still not easy to produce summary matrices of text

• Modern user interfaces mean you need to know what to look for before you can find it!

• Not easy to see how to apply a tool to achieve a goal
  ‘To me the hardest part of using NVivo was not the software in itself but to relate its use with my own concepts, aims and methodologies.’
HOW DID THEY LEARN NVIVO?

Most people found face-face courses and practical application the most effective way of learning how to use NVivo.
ENCOURAGING USE OF NVIVO FOR ‘MAKING SENSE’

• Improved documentation of tools and their use in context
• Tool for building a personalised method using NVivo
• Tool for suggesting applicable tools in NVivo
IMPROVED DOCUMENTATION OF TOOLS AND THEIR USE IN CONTEXT

• To accompany my courses I produced: ‘A roadmap to analysing data using NVivo’

• Simple two page document which suggested which NVivo tools should be used in each stage of analysis with references to more information

• Used in conjunction with an ‘advanced’ workshop where I demonstrated how to use in each tool

• It didn’t work! Participants found it difficult to translate the general instruction (eg using a matrix search with cases as rows and nodes as columns to look for patterns that merit detailed review) into an application for their project
THE PROBLEM OF ROADMAPS

• Problems of producing a roadmap are:
  • Keeping it high level means it is difficult to apply
  • Including enough detail means it can become very long
  • Difficult to indicate which sections are relevant given:
    • Nature of the project
    • Nature of the data
    • Expertise of the researcher (in qualitative research and IT)
    • Time available
AN EXAMPLE: DESCRIBING THE CODING IN A SOURCE

• Pat Bazeley recommends ‘describing’ as a first tactic in moving on from codes and themes

• In NVivo there are at least 6 different ways of getting an overview of the coding of a single source:
  • Using a chart, treemap, group query, matrix query, model, framework analysis
  • Which tool to use will depend on size of source, nature of coding, whether there are case nodes etc
Meal types

<table>
<thead>
<tr>
<th>Meal type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Work</td>
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</tr>
<tr>
<td>On the go</td>
<td>14.73%</td>
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<tr>
<td>Breakfast</td>
<td>8.92%</td>
</tr>
<tr>
<td>Fruit and veg</td>
<td>8.92%</td>
</tr>
<tr>
<td>Minimal</td>
<td>5.81%</td>
</tr>
<tr>
<td>Snacking</td>
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</tr>
<tr>
<td>Drinks</td>
<td>5.81%</td>
</tr>
<tr>
<td>Coffee and tea</td>
<td>5.81%</td>
</tr>
<tr>
<td>Food outlet where don't eat</td>
<td>5.81%</td>
</tr>
</tbody>
</table>

Not really regarded as 'meals' but nevertheless enjoyed.
TOOL FOR BUILDING A PERSONALISED METHOD

• Build on the idea of the ‘Choose Your Own Adventure’ branching path book

• An e-book or application that asks you questions about your research and uses this to present potentially relevant techniques with detailed examples

• You can select those techniques which appeal and use them to build your own personalised method

• From your choices the application learns the types of techniques you like (eg visual or textual) so can offer more relevant examples
THINKING OUT OF THE BOX

• ‘Thank you for an interesting and stimulating session. It moved on my thinking about analysing visual data considerably’

• ‘Courses provide a structured way of learning and an opportunity for personal ways of working to be challenged’

• Software on its own doesn’t provide that kind of challenge
TOOL FOR SUGGESTING APPLICABLE TOOLS IN NVIVO

- Build on the idea of the ‘Talking Moose’
- Have a character in NVivo that suggests ideas
- Could actually show the results on your data
- Could show you how to produce the results
YOU JUST FINISHED CODING A DOCUMENT AND METHOD ASSISTANT POPS UP ....
WOULD EITHER THE PERSONALISED METHOD TOOL OR METHOD ASSISTANT WORK?