

Content Analysis and CAQDAS

Dr. Paula O’Kane
University of Otago



Context



- **CAQDAS** (Fielding and Lee, 1989)
 - Computer-Aided Qualitative Data Analysis Software
- Analysis - misleading
- Many packages emerged at once:
 - NVivo; MAXqda; Atlas.ti; QDA Miner; Transanna, HyperResearch, etc.
- Software often separated from methodological training (Johnston, 2005)
- Generational gap (Mangabeira et al., 2004)
- Constant flow of updated and new software (MacMillan and Koenig, 2004)
- Making the software decision.....personal....no correct answer....

Training Transfer Research



- Leadership Development Programme
- 75 Reflective Learning Journals
- Training Transfer Research
- Combination of Content Analysis & Grounded Theory
- Highly Structured Documents



Analysis Procedures



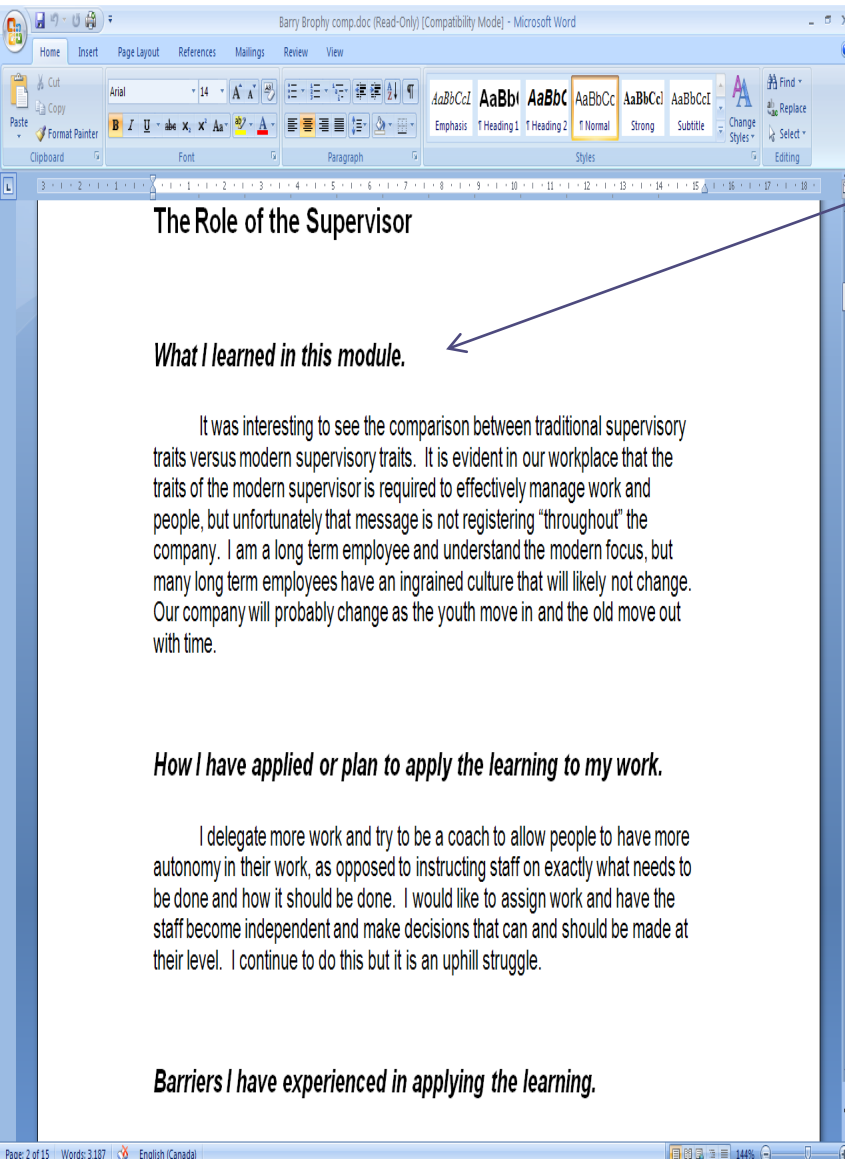
1. Baldwin and Ford (1988)

- Learning
- Facilitators
- Barriers

1. Pre-defined objectives for each module (learning outcomes)



Stage One: Formatting



Heading Levels in Word

The Role of the Supervisor

What I learned in this module.

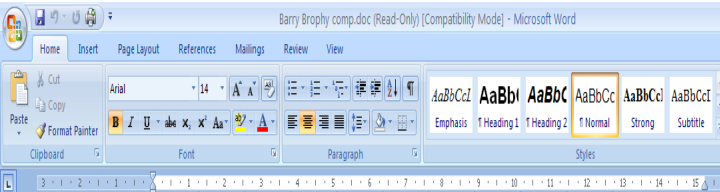
It was interesting to see the comparison between traditional supervisory traits versus modern supervisory traits. It is evident in our workplace that the traits of the modern supervisor is required to effectively manage work and people, but unfortunately that message is not registering "throughout" the company. I am a long term employee and understand the modern focus, but many long term employees have an ingrained culture that will likely not change. Our company will probably change as the youth move in and the old move out with time.

How I have applied or plan to apply the learning to my work.

I delegate more work and try to be a coach to allow people to have more autonomy in their work, as opposed to instructing staff on exactly what needs to be done and how it should be done. I would like to assign work and have the staff become independent and make decisions that can and should be made at their level. I continue to do this but it is an uphill struggle.

Barriers I have experienced in applying the learning.

Stage Two: Autocoding



The Role of the Supervisor

What I learned in this module.

It was interesting to see the comparison between traditional supervisory traits versus modern supervisory traits. It is evident in our workplace that the traits of the modern supervisor is required to effectively manage work and people, but unfortunately that message is not registering "throughout" the company. I am a long term employee and understand the modern focus, but many long term employees have an ingrained culture that will likely not change. Our company will probably change as the youth move in and the old move out with time.

How I have applied or plan to apply the learning to my work.

I delegate more work and try to be a coach to allow people to have more autonomy in their work, as opposed to instructing staff on exactly what needs to be done and how it should be done. I would like to assign work and have the staff become independent and make decisions that can and should be made at their level. I continue to do this but it is an uphill struggle.

Barriers I have experienced in applying the learning.

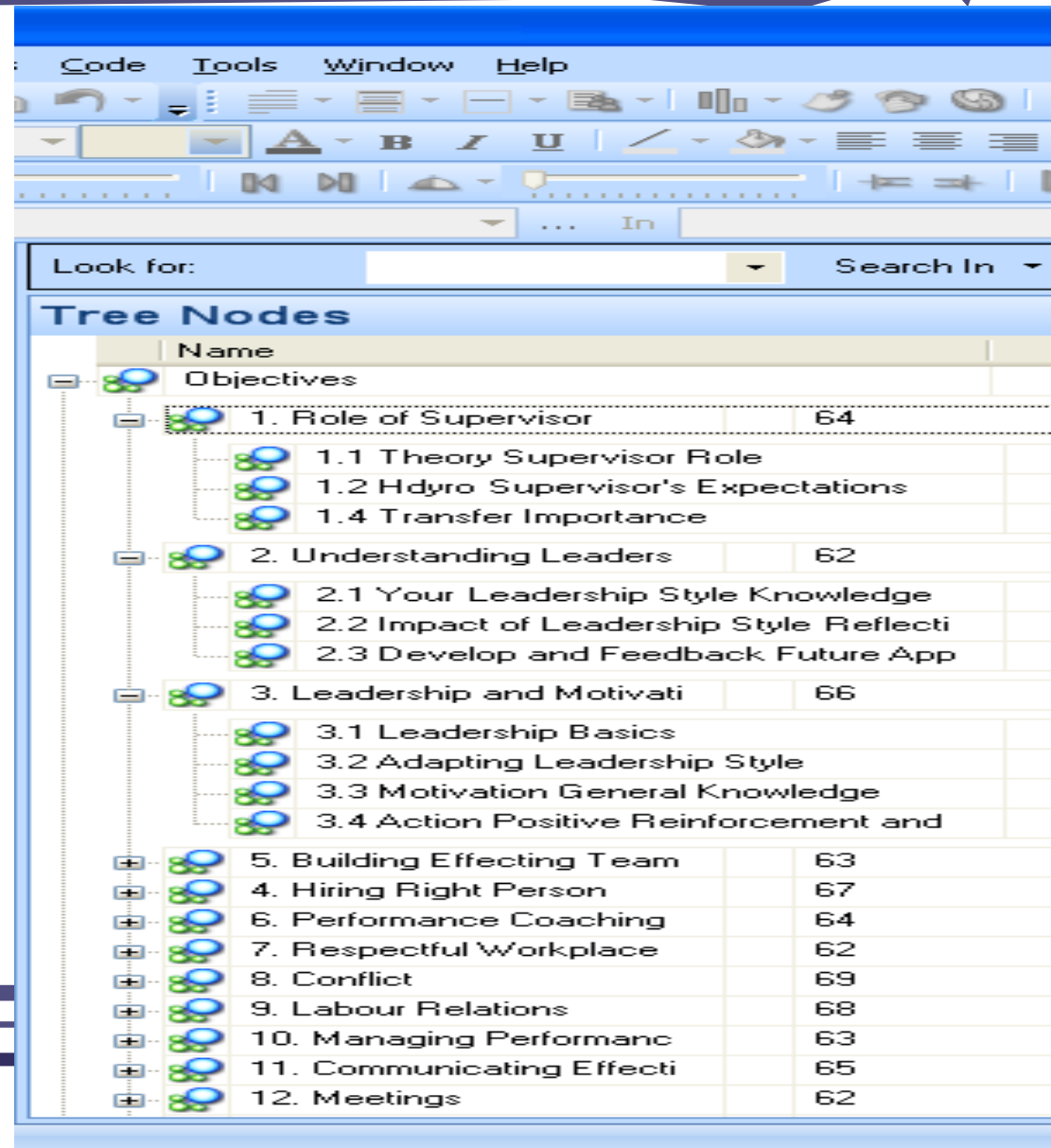
Tree Nodes					
Name		Sources	References	Created On	Modified On
Application		69	609	07/01/2009 10:50	07/01/2009 10:50
Barriers		1	1	03/11/2008 15:43	07/01/2009 10:50
Barriers Group		57	494	07/01/2009 12:21	07/01/2009 10:50
Facilitators		0	0	03/11/2008 15:52	03/11/2008 15:52
Module and Learning		0	0	14/10/2008 14:55	14/10/2008 14:55
Building Effective Team	64	64		14/10/2008 14:55	07/01/2009 10:17
Barriers I have experie	36	36		14/10/2008 14:55	07/01/2009 10:17
How I have applied or	43	45		14/10/2008 14:55	07/01/2009 10:17
What I learned in this	62	63		14/10/2008 14:55	07/01/2009 10:17
Communicating Effectiv	62	63		14/10/2008 14:55	07/01/2009 10:17
Barriers I have experie	37	39		14/10/2008 14:55	07/01/2009 10:17
How I have applied or	48	49		14/10/2008 14:55	07/01/2009 10:17
What I learned in this	61	62		14/10/2008 14:55	07/01/2009 10:17
Conducting Effective M	60	60		14/10/2008 14:55	07/01/2009 10:17
Barriers I have experie	35	35		14/10/2008 14:55	07/01/2009 10:17
How I have applied or	48	48		14/10/2008 14:55	07/01/2009 10:16
What I learned in this	58	58		14/10/2008 14:55	07/01/2009 10:17
Conflict Management	66	68		14/10/2008 14:55	07/01/2009 10:17
Fostering a Respectful	62	62		14/10/2008 14:55	07/01/2009 10:17
General	0	0		16/10/2008 09:33	16/10/2008 09:33
Hiring the Right Person	67	67		14/10/2008 14:55	07/01/2009 10:17
Labour Relations Basic	67	67		14/10/2008 14:55	07/01/2009 10:17
Leadership and Motivati	67	68		14/10/2008 14:55	07/01/2009 10:17
Managing Performance	64	65		14/10/2008 14:55	07/01/2009 10:17
Performance Coaching	66	71		14/10/2008 14:55	07/01/2009 10:17
The Role of the Supervi	61	62		14/10/2008 14:55	07/01/2009 10:17
Barriers I have experie	43	46		14/10/2008 14:55	07/01/2009 10:17
How I have applied or	46	46		14/10/2008 14:55	07/01/2009 10:17
What I learned in this	65	65		14/10/2008 14:55	07/01/2009 10:17
Understanding Leaders	52	52		14/10/2008 14:55	07/01/2009 10:17
Understanding Your Le	58	58		14/10/2008 14:55	07/01/2009 10:17
Objectives		0	0	16/10/2008 10:45	16/10/2008 10:45
What I learned		73	818	07/01/2009 10:45	07/01/2009 10:45

One Minute Process if
Formatting Correct

Stage Three:

Construct (C) Nodes

Pre-defined
Categories
(Learning
Outcomes) were
created prior to
coding BUT some
modification after
coding began



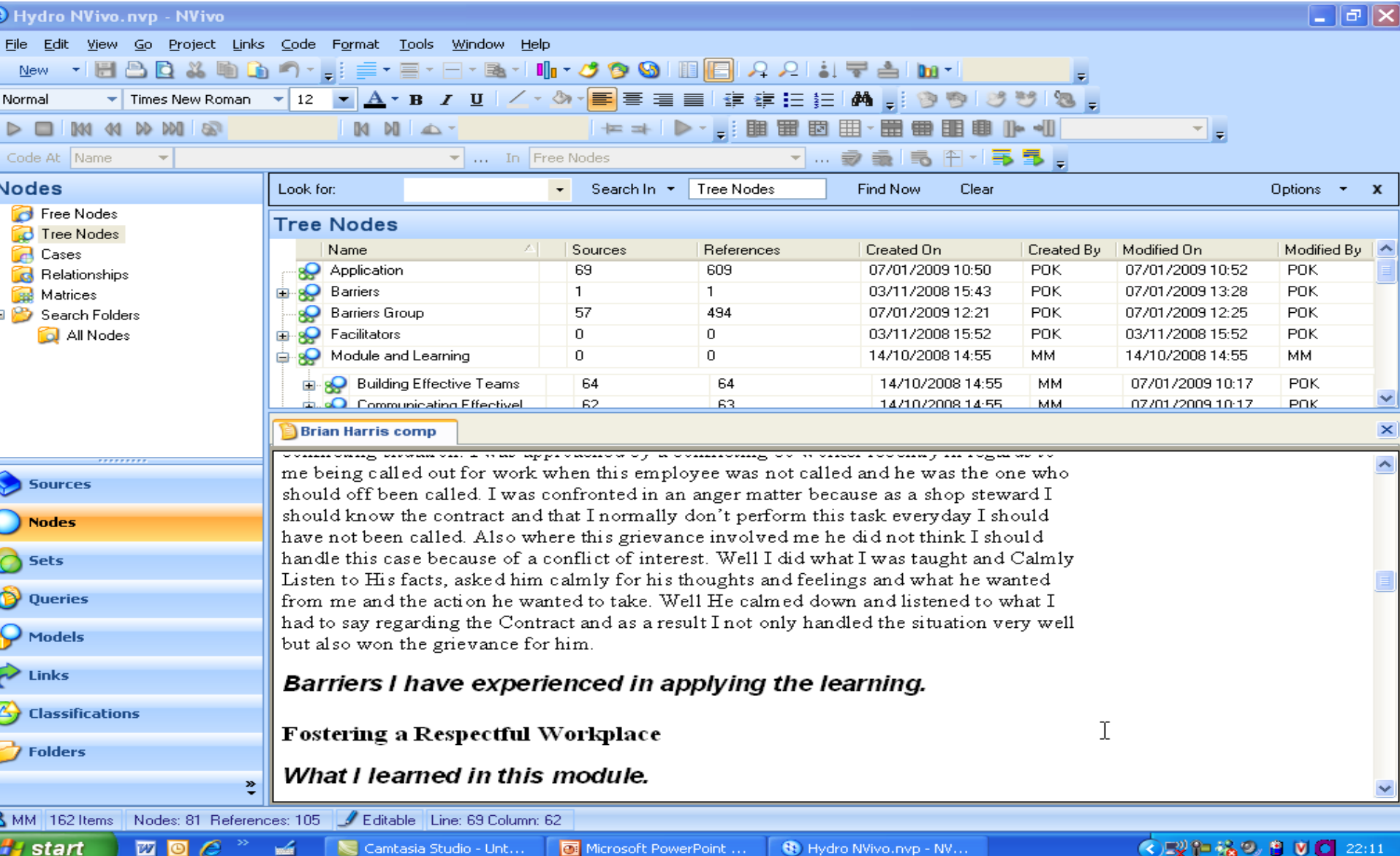
Code Tools Window Help

Look for: Search In

Tree Nodes

Name	
Objectives	
1. Role of Supervisor	64
1.1 Theory Supervisor Role	
1.2 Hdyro Supervisor's Expectations	
1.4 Transfer Importance	
2. Understanding Leaders	62
2.1 Your Leadership Style Knowledge	
2.2 Impact of Leadership Style Reflecti	
2.3 Develop and Feedback Future App	
3. Leadership and Motivati	66
3.1 Leadership Basics	
3.2 Adapting Leadership Style	
3.3 Motivation General Knowledge	
3.4 Action Positive Reinforcement and	
5. Building Effecting Team	63
4. Hiring Right Person	67
6. Performance Coaching	64
7. Respectful Workplace	62
8. Conflict	69
9. Labour Relations	68
10. Managing Performanc	63
11. Communicating Effecti	65
12. Meetings	62

Stage Four: Coding



Hydro NVivo.nvp - NVivo

File Edit View Go Project Links Code Format Tools Window Help

Normal Times New Roman 12

Code At Name In Free Nodes

Nodes

- Free Nodes
- Tree Nodes
- Cases
- Relationships
- Matrices
- Search Folders
- All Nodes

Sources

- Sources
- Nodes
- Sets
- Queries
- Models
- Links
- Classifications
- Folders

Tree Nodes

Name	Sources	References	Created On	Created By	Modified On	Modified By
Application	69	609	07/01/2009 10:50	POK	07/01/2009 10:52	POK
Barriers	1	1	03/11/2008 15:43	POK	07/01/2009 13:28	POK
Barriers Group	57	494	07/01/2009 12:21	POK	07/01/2009 12:25	POK
Facilitators	0	0	03/11/2008 15:52	POK	03/11/2008 15:52	POK
Module and Learning	0	0	14/10/2008 14:55	MM	14/10/2008 14:55	MM
Building Effective Teams	64	64	14/10/2008 14:55	MM	07/01/2009 10:17	POK
Communication Effective	62	63	14/10/2008 14:55	MM	07/01/2009 10:17	POK

Brian Harris comp

me being called out for work when this employee was not called and he was the one who should off been called. I was confronted in an anger matter because as a shop steward I should know the contract and that I normally don't perform this task everyday I should have not been called. Also where this grievance involved me he did not think I should handle this case because of a conflict of interest. Well I did what I was taught and Calmly Listen to His facts, asked him calmly for his thoughts and feelings and what he wanted from me and the action he wanted to take. Well He calmed down and listened to what I had to say regarding the Contract and as a result I not only handled the situation very well but also won the grievance for him.

Barriers I have experienced in applying the learning.

Fostering a Respectful Workplace

What I learned in this module.

MM 162 Items Nodes: 81 References: 105 Editable Line: 69 Column: 62

start Camtasia Studio - Unt... Microsoft PowerPoint ... Hydro NVivo.nvp - NV... 22:11

Stage Five:

Query: NVivo

The screenshot displays the NVivo software interface. The top menu bar includes File, Edit, View, Go, Project, Links, Tools, Window, and Help. Below the menu is a toolbar with various icons for file operations, editing, and analysis. The main workspace is divided into several panels. On the left, a sidebar contains icons for Queries, Results, Sources, Nodes, Sets, Queries (highlighted), Models, Links, Classifications, and Folders. The central area shows the 'Results' panel for a query named 'Barriers'. It includes a search bar and a table of results. Below the search bar, the 'Modules Learning' panel is visible, showing a list of modules and their associated counts for two categories: A: Application and B: What I learn...

Hydro NVivo.nvp - NVivo

File Edit View Go Project Links Tools Window Help

New

Code At ... In ... Sources Coded

Queries

Queries Results

Look for: Search In Results Find Now Clear Options

Results

Name	Sources	References	Created On	Created By	Modified On	Modified By
Barriers	42	246	07/01/2009 13:25	POK	07/01/2009 13:25	POK
Barriers Query Rerun	46	253	07/01/2009 16:40	POK	07/01/2009 16:41	POK

Modules Learning

	A: Application	B: What I learn...
1: 1. Role of Supervisor	31	62
2: 10. Managing Performance and Behaviour	27	55
3: 11. Communicating Effectively	38	60
4: 12. Meetings	30	52
5: 13. Understanding Leadership 2	31	44
6: 2. Understanding Leadership 1	40	55
7: 3. Leadership and Motivation	37	58
8: 4. Hiring Right Person	35	55
9: 5. Building Effecting Teams	31	56
10: 6. Performance Coaching	37	55
11: 7. Respectful Workplace	37	57
12: 8. Conflict	33	65
13: 9. Labour Relations	23	64

Sources Nodes Sets Queries Models Links Classifications Folders

Summary



- NOT a simplistic linear process
 - Supports content analysis
 - Autocoding not appropriate for every project
 - Multiple other functionalities
 - Needs to be utilised appropriately
- 

Our Workshop



Using Computer Assisted Qualitative Data Analysis Software III: Making the Software Work for You

Friday, Aug 6 2010

10:00AM - 11:30AM

Delta Centre-Ville in Verriere B

