

## Short Course on Systematic Techniques for Analyzing Qualitative Data

### **Instructors:**

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### **Time & Place:**

Location: Duke Marine Labs, Beaufort, North Carolina  
Dates: July 25<sup>th</sup> – July 29<sup>th</sup>, 2005

**Description:** This course lays out a broad range of systematic methods for analyzing qualitative data – text and images –and provides guidance on when the methods should be used. We will cover the basics of qualitative research, including: techniques for identifying themes, tips for building and applying codebooks, and suggestions on how to produce qualitative descriptions, make systematic comparisons, and build and formally test models. The course will concentrate on three fundamental analysis traditions: grounded theory, classic content analysis, and semantic analyses. Classes will be divided between lecture-style presentations and hands-on laboratories where participants will analyze real data. Though not intended as a review of software products, participants will be shown how general and specialized software (including *Microsoft Word & Excel*, *Atlas.ti*, *EZText*, *Anthropac*, and *UCINet*) can be used to facilitate the analysis of qualitative data. At the end of the workshop, participants should be familiar enough with the various techniques to be able to apply them to their own data as well as to demonstrate them to their students and colleagues.

**Who should apply:** Only anthropologists who have completed their Ph.D.s will be considered. Preference will be given to those who have experience conducting systematic and scientific research and who are likely to apply for NSF-sponsored funding in the future. Preference will also be given to individuals who are currently teaching graduate courses in research methods.

**Course requirements:** All participants will be expected to come with a laptop that has the ability to run Windows-based software programs. (Mac users may need to install software to emulate a Windows environment.) Participants will need to have Microsoft Word & Excel loaded on their computers and will be asked to download and install additional demo or free software before arriving at camp.

**Required Readings:** Articles will be made available during the course and via the course website when possible.

### **Recommended Reference Texts:**

- Bernard, H.R., 2002. *Research Methods in Anthropology, 3<sup>rd</sup> Edition*. Sage Publications.  
Dey, I. 1993. *Qualitative Data Analysis: A User Friendly Guide for Social Scientists*. London: Routledge.  
Krippendorff, K. 1980. *Content Analysis: An Introduction to its Methodology*. Beverly Hills, CA: Sage Publications.  
Miles, M.B., & A.M. Huberman. 1994. *Qualitative Data Analysis: an Expanded Sourcebook, 2<sup>nd</sup> Edition*. Thousand Oaks, CA: Sage Publications.  
Neuendorf, K.A. 2002. *The Content Analysis Guidebook*. Thousand Oaks, CA: Sage Publications.

Strauss, A., and J. Corbin. 1990. *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*. Newbury Park, CA: Sage Publications, Inc.  
Weller, S.C. & A.K. Romney. 1988. *Systematic Data Collection*. Newbury Park, CA, Sage Publications.

\* = Required reading  
Readings are subject to change.

## Schedule:

### Monday

#### Morning

Introductions & Class Logistics  
Overview of Qualitative Research  
Collection Techniques (\*Bernard et al. 1986; Weller & Romney 1988)  
Analytic Traditions (\*Ryan & Bernard 2000; Bernard & Ryan 1998)  
The Basics (a brief overview)  
Identifying Themes, Building and Applying, Describing Themes, Making Comparisons, and Building & Testing Models  
Overheads: 1

#### Afternoon

The Basics  
Identifying Themes (\*Ryan & Bernard 2003; \*Jehn & Doucet 1996, 1997; \*Boeije 2002)  
*Lab: Identifying Themes*  
AA abstracts (compare & contrast) [Word]  
Illness data (compare & contrast, metaphor, transition) [Atlas/ti]  
Personals data (paw & sort)  
Overheads: 2

### Tuesday

#### Morning

The Basics (continued)  
Building and Applying Codebooks (\*MacQueen et al. 1998; \*Carey et al. 1996; \*Willms et al. 1992)  
*Handouts: Examples of Codebooks*  
*Lab: Building and Applying Codebooks*  
Illness data [Atlas/ti]  
Personals data [Excel]  
Describing Themes (\*Coulter et al. 2000; \*Rubinstein 1995; \*Gallimore et al. 1989; \*Bloom 2001)  
*Handouts: Examples of Descriptions*  
*Lab: Describing Themes*  
Illness data [Atlas/ti]  
Personals data [Excel]  
Overheads: 3

#### Afternoon

The Basics (continued)  
Making Comparisons (\*Yoder 1995, \*Weisner et al. 1991)  
*Handouts: Examples of Comparisons*  
*Lab: Making Comparisons*  
Illness data [Atlas/ti]  
Personals data [Excel]  
Building & Testing Models (\*Addison 1992; \*Eisenhardt 1989)  
*Lab: Building and Testing Models*  
Illness data [Atlas/ti]

Personals data [Excel]  
AA abstracts [Excel]  
Witchcraft data [Atlas/ti]  
Other XXX [Atlas/ti]

Overheads: 4

## Wednesday

### Morning

#### Data Archiving

Notes & Video & Recordings (\*Maloney & Paolisso 2001; [Stigler et al. 1999](#))

Transcription ([McLellan et al. 2003](#))

Web sources: Audio: xxx; Video: xxx; Transcription: xxx.

Overheads: 5

Grounded Theory & Schema Analysis (\*Charmaz 2000; \*Morrow & Smith 1998; \*Abrahamsson 2002; \*Maijala et al. 2003)

Negative Case Analysis (\*Dey 1993:226–233; \*Denzin 1979:194-199)

Key references: (Glaser & Strauss 1967; Strauss 1987; Glaser 1992; Strauss & Corbin 1990; Dey 1993)

Web sources: [AREOL](#), [Pandit](#), [Online Grounded Theory Articles](#), [More bibliography](#)

Software: [ATLAS.ti](#); [AnSWR](#)

Overheads: 6

### Afternoon

#### Lab: Grounded Theory

Memos [Atlas/ti]

Witchcraft data [Atlas/ti]

Other XXX [Atlas/ti]

## Thursday

### Morning

#### Word-Based Analysis

KWIC (McKinnon 1993)

Word Counts (\*Ryan & Weisner 1996)

Semantic Networks/Cognitive Maps (\*Jang & Barnett 1994; \*Ryan et al. 2000; \*Nolan & Ryan 2000; [Strauss 1992](#); [Kirchler 1992](#))

Web resources: xxx

Software: [General](#); KWIC & Word Counts: [Concordance](#); [TextPack](#); [TextSTAT](#)

Overheads: 7

### Afternoon

#### Lab: Semantic Network Analysis

*KWIC: Deconstruction [Paw & Sort]*

*Word counts [Anthropac/Excel]*

*Word co-occurrence [Anthropac/UCINet ??]*

Personals data [Atlas/ti]

AA abstracts [Excel/Anthropac]

Illness severity data [Anthropac]

## Friday

### Morning

Classic Content Analysis (\*Hirschman 1987; [Cowan & O'Brien 1990](#); \*Schuster et al. 1998)

Intercoder Reliability: [Kappa](#)

Key references: (Krippendorff 1980; Weber 1990; Neuendorf 2002)

Web sources: [Neuendorf's excellent site](#); xxx

Software: General; [EZText](#); xxx  
Content Dictionaries ([Colby 1966](#); [Gottschalk 1997](#))  
Web sources: [General Inquirer](#); [Gottschalk Scales](#).  
Generic Analysis (\*Crabtree & Miller 1992; Morgan 1992)  
Ethnographic Content Analysis (Altheide 1996)  
Overheads: 8

*Afternoon*

*Lab: Classic Content Analysis*

AAA abstracts (last 25 years) [EZText]

Personals data [Excel]

Pictures [Excel?]

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