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QUALITATIVE DATA ANALYSIS

ATLAS.ti USER CONFERENCE 2015

QUALITATIVE DATA ANALYSIS AND BEYOND.

BERLIN, AUGUST 29-31, 2015

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CONFERENCE PROGRAM

WELCOME TO BERLIN

ROOMS

Small foyer / Kleines Foyer: Registration
Foyer: Most networking breaks
Alte Meierei: Lunches and dinner
Charlottenburg (Charlie): Plenary sessions / workshop
Glienicke: Parallel sessions / workshop
Pankow: Parallel sessions / workshop

DINNER

Welcome Dinner: Saturday 29th, 19:00, Alte Meierei
Conference Dinner: Sunday 30th, 19:30, Alte Meierei

Please note, included are 2 soft drinks, or 2 glasses of beer, or 2 glasses of house wine & one hot drink per person and dinner.

SATURDAY, AUGUST 29th

REGISTRATION

13:00 **Registration**
Kleines Foyer

WELCOME AND KEYNOTE

15:00 – 16:15 **Welcome**
Charlie Chair: Susanne Friese

Keynote Address: Social network analysis: The critical role of ATLAS.ti in a Social Movement (Willie McKether, USA)

16:15 - 17:00 **Networking Break**
Foyer

AFTERNOON SESSION

17:00 – 18:00 **Perspectives**
Pankow Chair: César A. Cisneros Puebla

Perspectives on software-assisted qualitative data analysis: A systematic literature review (Sanna Herkama & Anne Laajalahti, Finland)

Analyzing Photographs and Interviews: Towards an Analysis Model in Ethnographic Research (Ricardo Contreras, USA)

17:00 – 18:00 **Application**
Glienicke Chair: Jeanine Evers

Transcribing with ATLAS.ti (Rohaiza Zakaria / Aede Khatib bin Musta'amal / Nor Fadilah binti Mohd Amin & Halmi Mashindra bin Saleh, Malaysia)

Using ATLAS.ti to Conduct a Systematic Review (John Lewis, USA)

19:00 **Welcome Dinner**
Alte Meierei

SUNDAY, AUGUST 30th

WORKSHOPS

9:00 – 11:00 **Photo-Elicitation**
Charlottenburg Ricardo Contreras

9:00 – 11:00 **Literature Review with ATLAS.ti**
Glienicke Ani Munirah

9:00 – 11:00 **NCT method of computer assisted qualitative data analysis**
Pankow Susanne Friese

11:00 – 11:30 **Networking Break**
Foyer

MORNING SESSIONS

11:30 – 12:30 **Teaching & Learning**
Pankow Chair: Neringa Kalpokaite

Students say the darndest things! (Adwoa Boateng, USA)

ATLAS.ti: The Swiss Army Knife of a research program in Linguistic Ethnography and Sociolinguistics – a Digital Humanities perspective (Michael Barner-Rasmussen & Louise Kammacher, Denmark)

11:30 – 12:30 **Application**
Glienicke Chair: Brigitte Smit

The Gatekeeper's Quest: Keys to the Djembe Habitus within Facebook – a tale of four paradigms (Helen Cooke, UK)

Analyzing focus group data with ATLAS.ti (Zack Zairul, The Netherlands)

LUNCH & POSTER SESSION

12:30 – 14:00 **Application / Method / Learning**
Charlie / Foyer Chair: Susanne Friese

Practical application of ATLAS.ti using grounded theory methodology (Jakub Niedbalski & Izabela Ślęzak, Poland)

Added value of computer-assisted qualitative data analysis: In dialogue with a PhD student (Lorenza Williams, South Africa and Susanne Friese, Germany).

Turning a Curiosity into Research with ATLAS.ti (Adwoa Boateng, United States)

Journey of computer-assisted data analysis with ATLAS.ti (Susanne Friese)

About new software development, tech talk, design, taste and what this has to do with improving qualitative data analysis (ATLAS.ti, Germany)

Chronic pain in migrant communities: A thematic analysis (Tania Simona Re, Norma de Piccoli & Eugenio De Gregorio, Italy)

AFTERNOON SESSIONS

14:00 – 15:00 **Video and film**
Pankow Chair: Fabian Singelnstein

Utilizing ATLAS.ti for analyzing videos in Video interaction Guidance (VIG) (Ludek Sebek & Jana Hoffmannová, Czech Republic)

Comparative narratological analysis of film and television series as texts (Edward Larkey, USA)

14:00 – 15:00 **Roundtable**
Glienicke Chair: Brigitte Smit

Understanding the complexities of teaching ATLAS.ti in developing countries (Brigitte Smit, South Africa; Charmaine Williamson, South Africa & Ricardo Contreras, USA; Ani Munirah, Malaysia, César A. Cisneros Puebla, Mexico)

15:00-15:30 **Networking Break**
Charlie

15:30 – 16:30 **Visualization**
Pankow Chair: Ricardo Contreras

What is the visualization in ATLAS.ti looking for? (César A. Cisneros Puebla, Mexico)

Of links and relations - The visual way of theorizing (Thomas Muhr, ATLAS.ti, Germany)

15:30 – 16:30 **Method**
Glienicke Chair: Neringa Kalpokaite

Why merge codes? Seeking scale-free data exploration and a better understanding of the agency of qualitative data analysis software through actor-network theory (Steve Wright, UK)

Documents and "their" actors: an empirical pathway for power-sensitive frame analysis of political communication (Tobias Stähler, Germany)

Replication for theoretical generalization and extension using ATLAS.ti: A critical realist perspective (Wayne Mlazie, Botswana)

16:50 – 18:30 **River Cruise**
Pier at Abion Spreebogen Hotel Chair: Susanne Friese

The 1-hour cruise takes us from the Abion Spreebogen Hotel to the Jannowitz Bridge. Return via public transport, S- or U-Bahn.

19:30 **Conference Dinner**
Alte Meierei

MONDAY, AUGUST 31st

MORNING SESSIONS

9:30 – 10:30 **Application**
Pankow Chair: Ani Munirah

Job satisfaction and dissatisfaction in Primary Health Care in Brazil: a dissertation in construction
(Jacks Soratto and Denise Pires, Brazil)

Workloads in primary health care in Brazil
(Denise Pires et al., Brazil)

9:30 – 10:30 **Teaching**
Glienicke Chair: César A. Cisneros Puebla

Incorporating ATLAS.ti into the Undergraduate Teaching Curriculum: Reflections on Process, Results and Challenges
(Neringa Kalpokaite, Spain)

Am I a good teacher? Development of teacher personality during different levels of practice experience
(Benjamin Apelojg, Germany)

10:30-11:00 **Networking Break**
Foyer

PECHA KUCHA SESSION

11:00 – 12:30 **Application, method and beyond...**
Charlie Chair: Susanne Friese

Impact of Non-strategic Costs – Capability to Manage Process-driven Overheads (Wolfram Irsa, Austria)

Using ATLAS.ti in Conversation Analysis and other Ethnomethodological approaches (Steve Wright, UK)

Grounded Theory 2.0 (Susanne Friese, Germany)

Using ATLAS.ti to analyze ATLAS.ti course evaluations
(Ani Munirah Mohamad, Malaysia)

Beyond qualitative data analysis
(Neringa Kalpokaite, Spain)

12:30 – 13:30 **Lunch**
Alte Meierei

AFTERNOON SESSIONS

13:30 - 14:30 **Application**
Pankow Chair: Ani Munirah

Incrementalism and punctuated equilibrium in Hungarian budget outlays (1991-2013) (Miklos Sebok, Hungary)

The use of ATLAS.ti in investigating bullying in primary schools in the city of Tuxtla Gutiérrez, Chiapas, Mexico
(Enrique Gutierrez Espinosa et al. & Hedaly Aguilar Gamboa)

13:30 – 14:30 **Round Table**
Glienicke Chair: Ricardo Contreras

ATLAS.ti user perspective – your opinions on the table
(session moderated by Ricardo Contreras, USA)

14:30 – 15:00 **Networking Break**
Foyer

CLOSING PLENARY

15:00 – 16:30 **Closing Plenary**
Charlie Chair: Ricardo Contreras

ATLAS.ti for Mac – Process, challenges and opportunities
(Friedrich Markgraf & Susanne Friese, ATLAS.ti, Germany)

Previewing ATLAS.ti 8
(Thomas Muhr, ATLAS.ti, Germany)

ABSTRACTS

SATURDAY, AUGUST 29th

KEYNOTE ADDRESS

Social network analysis: The critical role of ATLAS.ti in a Social Movement (Willie McKether, USA)
In his keynote, Willie McKether will use a case study to describe how he converted ethnographic and qualitative data, particularly interview data, into social network data and maps. The interview method of data collection allowed data to be gathered from an insider's perspective and provided first-hand accounts about the examined social movement. The subsequent analysis of social network data and maps facilitated the investigation of both the ego-centered networks embedded in each interview as well as the whole social network that emerged in the analysis of all the interviews taken together. ATLAS.ti was used to both thematically code the data for qualitative analysis as well as show social networks using the network view function. The qualitative and quantitative functionality of ATLAS.ti will be used to highlight the power of social networks embedded in qualitative data.

AFTERNOON SESSION

Perspectives on software-assisted qualitative data analysis: A systematic literature review (Sanna Herkama & Anne Laajalahti, Finland)
The aim of this study is to review previous research literature on software-assisted qualitative data analysis. Thus, the purpose is to identify current research trends and approaches on the topic, as well as find out gaps yet to be covered. The study is completed following the protocol of a systematic literature review. The search is conducted in multidisciplinary databases (EBSCOhost, ScienceDirect, SpringerLink, and Wiley Online Library) and limited to research articles published 2005–2014. Various keywords are used to find the articles (e.g., ATLAS.ti, CAQDAS, QDA software). The data is analyzed from a data-driven perspective using thematic analysis, utilizing the ATLAS.ti.
The guiding questions were: 1) What aspects of software-assisted qualitative data analysis are brought out and how? 2) How is the general role, main benefits and limitations of QDA software in qualitative research presented and argued? 3) How, in what disciplines and related to what research topics is the usage of QDA software studied? 4) What methodological traditions and ways of utilizing QDA software have been guiding the research? 5) How the utilization of ATLAS.ti differs from other options available? In conclusion, the role QDA software has or could have in qualitative research is being discussed.

Analyzing Photographs and Interviews: Towards an Analysis Model in Ethnographic Research (Ricardo Contreras, USA)
In this paper I will discuss an approach to the qualitative data analysis of photographs and accompanying interviews in ethnographic research. The paper is based on a study examining labor practices in an indigenous community of the Guatemala highlands. I will first describe the study, its objectives and methodology. Following, I will present and discuss the analysis strategy. Next, I will explain the use of ATLAS.ti Windows in the analysis of the data. I will conclude with insights on how to make the best use of ATLAS.ti in the analysis of this kind of data within the context of multi-method ethnographic studies.

Transcribing with ATLAS.ti (Rohaiza Zakaria / Aede Khatib bin Musta'amal / Nor Fadilah binti Mohd Amin / Halmi Mashindra bin Saleh, Malaysia)
Most qualitative studies based on interviews or observations use audio and video recordings in data collection. These data are usually transcribed into a written form for further analysis. As transcribing takes considerable time, thus an efficient tool is required to prepare the transcription. In fact there are many programs available to facilitate transcription, for instance Inqscribe, Praat or f4. These programs, however, were developed merely for transcribing purpose. Meanwhile ATLAS.ti - besides being a qualitative data analysis software - also provides a tool for transcribing data. It allows to associate transcript and original audio or video recording and there is no need to transfer data between programs or platform. In the presentation, the authors will be sharing their experiences in using ATLAS.ti for transcribing audio and video data based on their research in design studies.

Using ATLAS.ti to Conduct a Systematic Review (John Lewis, USA)
The author used ATLAS.ti to conduct a systematic review of the literature on leadership competencies in the management and library science fields to complete his dissertation. Studies were imported to ATLAS.ti for first, second and third stage analysis which led to the creation of final themes and concepts. The use of ATLAS.ti for coding encouraged a cyclical and iterative approach to data analysis that would have been difficult to accomplish through note cards, word processing, or spreadsheet applications. ATLAS.ti assisted with using meta-ethnography as the means of synthesizing both qualitative and quantitative research. ATLAS.ti provided the ability to make chains of multiple codes and linking of quotations to create networks which was vital to third stage coding. These network diagrams were qualitative visual representations of the data and greatly assisted with third stage coding. Concepts, themes, and patterns emerged from the network diagrams. Also useful at this stage for identifying patterns in the data was mapping of co-occurring codes. ATLAS.ti allows co-occurring codes to be retrieved and visualized through network and mapping tools. Finally, ATLAS.ti was used to create hyperlinked maps of quotations which assisted with the analysis of proposition three of this dissertation.

SUNDAY, AUGUST 30th

WORKSHOPS

Using ATLAS.ti in the analysis of photo-elicitation data (Ricardo Contreras, Director, Training & Partnership Development at ATLAS.ti Scientific Software Development GmbH, USA)
Photovoice is a qualitative research method in which participants use cameras to generate data, thus directly involving participants in the research process. This is complemented by an in-depth interview in which the participant explains the cultural scene represented in the photograph and places it within the larger context of daily life and/or community experience. This allows for the elicitation of the point of view of participants represented in the form of still images of cultural scenes that they deem meaningful. In the workshop, I will show how ATLAS.ti can be used in the analysis of these photographs and their accompanying in-depth interviews. The following steps will be described: adding the photographs and accompanying interviews into the project; grouping them in primary document families according to participants; setting global filters by primary document families; using the multi-document view to place photographs and interview side-by-side; segmenting, coding, and hyperlinking quotations from photographs and corresponding interview; hyperlinking quotations from primary and secondary photographs; visualizing domains of analysis in network views; and writing memos. The process will be demonstrated using ATLAS.ti 7 Windows although reference will also be made to using ATLAS.ti Mac in this type of analysis.

Literature Review with ATLAS.ti (Ani Munirah, Trainer, Manager of International Projects, Training & Partnership Development at ATLAS.ti Scientific Software Development GmbH, Malaysia)
This workshop aims to provide an overview of the functions in ATLAS.ti that can be used by a researcher for the purpose of doing academic literature reviews. Beginning with grouping the literature based on specific criteria using PD-Families, to segmenting the quotations based on Codes and Code Families, as well as enriching critical analysis and ideas using Memos, and few other functions in ATLAS.ti. The workshop also aims to share some feedback and creative ideas from users who are already using the software for their own literature review.

NCT Method of computer assisted qualitative data analysis (Susanne Friese, product specialist, author of Qualitative Data Analysis With ATLAS.ti, Germany)
The model underlying the NCT method consists of three basic components; noticing things, collecting things and thinking about things – hence the name. In the workshop I will at present an overview of the entire process beginning with project setup and ending with project presentation. This is followed by hands-on exercises on selected aspects of the method.

MORNING SESSIONS

Students say the darndest things! (Adwoa Boateng, USA)
ATLAS.ti was introduced to librarians at Rochester Institute of Technology. The librarians conduct information literacy classes requested by faculty for undergraduates and graduate students. The students are taught how to use the library resources to improve their information research, citing and writing skills. During August to December 2014 (Fall Semester), an online survey was drafted and used by the librarians during their information literacy classes. This was a voluntary project which focused on demonstrating the benefits of ATLAS.ti and to evaluate what students are thinking about after attending an information literacy class. 267 (67 online, 206 paper) surveys were collected from more than eleven classes. Dr. Boateng demonstrated importing survey data into ATLAS.ti, as well as ATLAS.ti' data analysis tools to the librarian. This project provided an opportunity to demonstrate the benefits of qualitative data analysis using ATLAS.ti and to discover the unexpected and patterns of thought by the students after attending classes. The consensus was that future class surveys will be analyzed using ATLAS.ti.

ATLAS.ti: The Swiss Army Knife of a research program in Linguistic Ethnography and Sociolinguistics – a Digitial Humanities perspective (Michael Barner-Rasmussen & Louise Kammacher, Denmark)
The Everyday Language Project is hosted at the LANCHART research centre (http://lanchart.hum.ku.dk/). The project studies the role of language in the lives, realities, and understandings of urban youth and children with the aim of giving a comprehensive account of how urban children and youth construct, reactivate, negotiate, contest, and navigate between different linguistic and sociocultural norms and resources. ATLAS.ti has evolved into a highly useful digital tool on this project and not just for qualitative data annotation and analysis - the role the software was originally acquired to fulfill - but also as

- An organizing tool for the study itself
- A collaboration tool, assisting the researchers collaborating on scoping, designing, data gathering etc. the study
- A personal research management tool exemplified by the uses one of the projects Ph.D.- students put the software to e.g. problem formulation, literature review, scoping, designing, data gathering, organization, curation, and analysis as well as her reporting of findings.

The paper discusses these varied uses and puts them into a Digital Humanities (DH) perspective as a proof-positive case of DH, in the shape of ATLAS.ti, facilitating new ways of collaboratively producing and documenting knowledge.

The Gatekeeper's Quest: Keys to the Djembe Habitus within Facebook – a tale of four paradigms (Helen Cooke, UK)
The presentation draws on a multi-perspective approach. However, it takes its point of departure from the Djembe as a system of drumming both geographically and historically, and explores the context of the oral narrative, and how it has evolved within the digital technological revolution, and its changing representation as a global phenomenon. The digital metamorphosis of the ancient rites and initiations which characterize djembe music are examined and compared with rural West African music, in terms of investigating the liminal process from analogue to digital, through coding and analysis. Cultural hybridity and social networking embrace emic perspectives, thus allowing a hermeneutic process to take place, where diasporic story-telling and pedagogy takes place every second of every day, recorded on-line for members of the tribe to 'see, like, and comment' on. A digital, oral narrative is permanently preserved in cyber-space. This process, from tribal and ritual practice to the forum of the digital world, marks a range of characteristics, which are examined in the thesis. Hence the thesis generates questions about the patterns of continuity, and socialization, both within the tribe and as extended to new audiences and practitioners, it also raises issues about the commercialization and commodification of tribal practice when extended to a global audience. The research aims to identify a new fourth paradigm of djembe music, following on from the 1st – Rural drumming, 2nd – Ballets and Ensembles and 3rd – Workshop/Concert style drumming – with its roots firmly embedded within the global Facebook tribe.

Analyzing focus group data with ATLAS.ti (Zack Zairul, The Netherlands)
In my research, I am working with focus groups. To help me expedite the analysis, every respondent is given post-it notes and every discussion is supported by key words written on the post-it notes. This helps me to develop the initial coding in ATLAS.ti. In the presentation I will show the iterative process of how I proceeded with the analysis starting with the initial coding and how I connect it to previous literature and theories to answer the research questions. I will also show that contrary to popular beliefs, transcription does not necessary present a long, tedious and boring procedure.

POSTER SESSION

Practical application of ATLAS.ti using grounded theory methodology
(Jakub Niedbalski & Izabela Ślęzak, Poland)
Our presentation focuses on the application of specialist software which assists qualitative data analysis in research based on the procedures of grounded theory methodology (GT). The aim is to present the relationships between the procedures of GT methodology and ATLAS.ti. We would like to demonstrate the manner in which the functions available in the ATLAS.ti software may be applied when carrying out analysis based on GT methodology. Hence, while we focus on technical issues (collecting, editing, segregating and ordering the data), we also look at the analytical possibilities (the process of coding, searching in respect of codes, writing memos, creating relationships between the codes, establishing a network view) of the presented software. Furthermore, we would like to demonstrate the degree of compliance of IT solutions applied in ATLAS.ti with the requirements of GT methodology, as well as some limitations and barriers which may be encountered by researchers using the program in their research. The presentation is devoted to evaluating the possibilities and effectiveness of the application of the software in a research process pursuant to GT. The presented contents are based on our own experiences as users of ATLAS.ti.

Added value of computer-assisted qualitative data analysis: In dialogue with a Ph.D student
(Lorenza Williams, South Africa & Susanne Friese, Germany).
Susanne Frise has been asked many times by students to provide some arguments for using ATLAS.ti for their doctoral research. It was not that the students needed convincing themselves, but that they needed to win over their supervisors who are often not familiar with the tool. Therefore the idea was born to write a paper that can serve as reference for such cases. This poster is a first step in this direction. Working with Lorenza on her data analysis, her data serves as case study to explain the added value. Lorenza documented in what situations ATLAS.ti was especially helpful and why.

Turning a Curiosity into Research with ATLAS.ti (Adwoa Boateng, United States)
This is an ongoing project where I am developing an inquiry into a research topic, while as a member of RIT's Science and Mathematics Education Research Collaborative (SMERC). SMERC is a multi-disciplinary group of faculty conducting research in physics, biology, chemistry, biochemistry, and mathematics education research. While teaching information literacy classes, I have often wondered if undergraduate students realize that the skills being taught are what employers seek. Information literacy focuses on developing information research, citing and writing skills. To develop my research topic using ATLAS.ti, I interviewed faculty and academic advisors to obtain their perspectives on the information literacy skill levels of undergraduate students. This project provided an opportunity to learn how to transcribe audio interviews while in ATLAS.ti.

Journey of computer-assisted data analysis with ATLAS.ti (Susanne Friese, Germany)
This poster maps out the computer-assisted process of data analysis. It takes you to the data landscape of Atlantis, to shallow hills, to a peaceful lake, a dangerous swamp, a mysterious pile of rocks, lovely exploratory walks, and delightful mountains that let you experience the place from a different angle and hopefully bring enlightenment.

About new software development, tech talk, design, taste and how this relates to improving qualitative data analysis (ATLAS.ti, Germany)
The development of ATLAS.ti for Mac has naturally led to many discussions within the ATLAS.ti team. Software functions needed to be translated from the Windows to the Mac world, and qualitative methods from a user application point of view to the world of 0s and 1s known to software programmers. Sometimes it meant to defend old and proven ways of doing things and why certain implementations are the way they are, but at other times these old and proven ways where challenged and opened up new ways of thinking. On the poster some of these challenges are presented and it is discussed how this feeds back and contributes to an enhancement of qualitative data analysis methods.

Chronic pain in migrant communities: A thematic analysis
(Tania Simona Re, Norma de Piccoli, Eugenio De Gregorio, Italy & Susanne Friese, Germany)
The present study of chronic pain in migrant communities focuses on Chinese women in Italy. Chronic pain is a personal, sensitive and emotional experience associated with tissue damage. Hooten et al. (2013) in Health Care Guideline underline that chronic pain is more present in women than in men. This difference can have important implications in chronic pain treatment. Even if the major part of Chinese migrants uses Italian health services for different diseases, 30% of the female migrants prefer to use Chinese traditional medical system (Cattaneo, Dal Verme, 2005). One hundred semi-structured interviews were conducted with women in five Italian cities. The data was analyzed using ATLAS.ti for Mac. The poster presents the tools that were used for analysis, the most challenging issues working in the Mac environment, and the main findings (data analysis is still in progress).

AFTERNOON SESSIONS

Utilizing ATLAS.ti for analyzing videos in Video Interaction Guidance (VIG)
(Ludek Sebek & Jana Hoffmannová, Czech Republic)
While ATLAS.ti is primarily a "scientific software," we've been lately experimenting with its use outside the research boundaries. We had acquired the general user skills along our journeys to dissertations and through supervising about a dozen of theses by the time one of us joined a VIG training and was confronted with the need to analyze large volumes of video recordings. VIG is an intervention where the clients are guided to reflect on video clips of their own successful interactions. The videos constituted a series of course assignments. One particular aspect resonated with our grounded-theory research experience. Similarly to developing data sensitivity as a crucial part of qualitative analysis, the VIG trainee needs to develop "an eye" for the patterns of attuned interaction appearing in recorded scenes containing traces of successful behaviors. This is a long-term process due to the diversity of ways we perform even such simple operations as handing a toy to a child. The possibility to preserve and quickly recall links of a code to all represented scenes helps the trainee build a database of scenes sharing a particular pattern. In our paper we share our experience with how improving "resolution" can be transferred from research to coaching.

Comparative narratological analysis of film and television series as texts (Edward Larkey, USA)
This paper will compare one episode from two different television crime dramas, one from the US series Dragnet (USA/NBC) entitled „The Big Seventeen" (1951) with an episode of the German crime series Stahlnetz entitled „Die blaue Mütze" („The Blue Cap", 1958). These two episodes, while not similar in topic, share many common characteristics in narrative structure, the problematization of consumer society, and youth criminal deviance. Quantitative and qualitative data gleaned from applying ATLAS.ti to a comparative and multimodal analysis of both episodes, in which the narrative content and structure are correlated with the use of dialogue, music, camera movements, and sequence length will be used to define the parameters of each specific televisual „language" employed in each narrative. I hope to make a contribution to combining quantitative and qualitative data to develop a comparative methodology for television format analysis.

Understanding the complexities of teaching ATLAS.ti in developing countries (Brigitte Smit, South Africa; Charmaine Williamson, South Africa, Ricardo Contreras, USA; Ani Munirah, Malaysia & César A. Cisneros Puebla, Mexico)
"But we thought ATLAS.ti will do the analysis for us, just like SPSS". These are sometimes the sentiments of students during introductory qualitative data analysis workshops. After explaining the notions of qualitative data analysis and the use of software such as ATLAS.ti, students are sometimes disillusioned and even disenchanted. There are, however, also inspiring narratives of advanced qualitative researchers who experience the software as extremely helpful. In this roundtable we bring together teachers of ATLAS.ti from developing countries, who have taught in such countries (Brazil, Malaysia, South Africa, and Ethiopia). The purpose of this discussion is to elicit views and experiences of teaching ATLAS.ti in developing countries from a variety of situated contexts. Our sense is that research methodologies, technical knowledge, computer literacy, open and distance learning, technology, and access can be challenging. We intend to share possibilities of, and imaginable solutions to, such challenges, in addition to achievements and success stories, which are specific to the context of developing countries.

What is the visualization in ATLAS.ti looking for? (César A. Cisneros Puebla, Mexico)
A while ago a question arose in my mind: What are ATLAS.ti's visualization tools looking for in the field of qualitative inquiry? It is time for a critical reflection around the authority of data visualization and its role in social sciences and humanities and I would like to discuss the use of images grounded on such reflection. In this presentation I describe the "visual tools" evolution in ATLAS.ti based on my experience as trainer and researcher.
Is it possible to interrogate and deconstruct the art of computer assisted text analysis, current epistemological base on which tools have been provided to represent data findings? What role have the mapping and modeling strategies played in providing orthodox or dominant practices in communicating models or patterns? Based on my experience, visualizing textual data analysis findings is not the same as visualizing audiovisual data analysis findings. Analyzing geo data is also quite different, and it is necessary to discuss the pertinence of any assumption of similarity. This paper is a personal effort to highlight the role of visualization on writing and representing qualitative findings. Undoubtedly visualization tools have played an important role in software development but I am focusing on the connections between social sciences and such tools.

Of Links and Relations - The Visual Way of Theorizing (Thomas Muhr, ATLAS.ti, Germany)
A collection of nodes, connected with lines, with labels, colors and shapes. You may call this a „diagram". But there is more behind the visually appealing picture. Such a network describes a model of interrelated entities encouraging a higher level view on the analyzed data and the emerging concepts. It might depict an event in time and space with actors, locations, reasons. Or it may stand for a taxonomy of concepts of increasing specificity.
In ATLAS.ti the links between concepts are not only lines, but „typed." The relation types chosen when creating links between concepts reflect the methodology or the „epistemological primitives" that guide the researchers, questions toward the data.

Why merge codes? Seeking scale-free data exploration and a better understanding of the agency of qualitative data analysis software through actor-network theory (Steve Wright, UK)
This is a work-in progress paper exploring how QDA software is being used in practice in non-standard qualitative research approaches derived from the sensibilities of actor-network theory. QDA software is often associated with particular approaches to engaging with data (e.g. coding data and retrieving the codes, abstracting and reducing data to themes etc.) with the software positioned or promoted as being supportive, but largely transparent. Actor-Network Theory challenge many of the underlying assumptions of these positions. The paper will report on initial findings from a small-scale research project that draws on ANT-oriented researchers' experiences through interviews and the author's auto-ethnographic accounts of using ATLAS.ti (and breaking, botching and creating workarounds for it. As well as interview accounts researchers' records (their project codes, comments, memos, reflections and research journal entries) are used as data to explore how QDA software is actually used, understood, theorized, enrolled and engaged with in practice. The intention however is to go beyond just asking how ANT researchers use QDA software but also what contribution ANT and other intellectual strands from science-and-technology studies (STS) can contribute to better theorize, understand and position QDA software's role in broader research approaches that go beyond dichotomies of acting as a complex barrier or a transparent, neutral support.

Documents and "their" actors: an empirical pathway for power-sensitive frame analysis of political communication (Tobias Stähler, Germany)
Today, framing cannot be labeled a concise approach. Recently it has been described as a 'toolbox', 'bridging concept' in political communication, and a stretchy 'horizon of meaning'; a wording that encapsulates both the concept's breadth and depth likewise. Anyhow, an integral perspective including steps like content production and negotiation is a prerequisite to work with political communication's power quality. Connecting the concept of strategic frames and media frames with embedded actors, organizations, and the settings of mass media logic(s) will prove vital. Consequently, this paper argues that power-sensitive frame analysis always requires collecting the relevant actors' view through interviews. Modern CAQDAS like ATLAS.ti offer multiple ways to enhance coding procedures necessary for analyzing such complex settings. The paper suggests a specific reflexive guideline within ATLAS.ti: a two-phases coding approach combining deductive and inductive code families as well as interviewing between the coding phases. By following this research path, frame analysis will prove a good match to prevailing conditions. The result of my research may be used as a part of a future catalog of qualitative procedures for using ATLAS.ti. In addition, mixed method approaches which are able to handle new empirical landscapes like developing dialectic power relations may be described and established.

Replication for theoretical generalization and extension using ATLAS.ti:
A critical realist perspective (Wayne Mlazie, Botswana)
The presentation is largely based on the five methodological principles in Critical Realism data analysis methods, which are: explication of events; explication of structures and context; the principle of retroduction; empirical corroboration and; triangulation of methods (Wynn & Williams, 2012). The presentation starts by briefly reiterating the rationale for critical realism methodological principles, recalling justification mounted in a doctoral level study. This is followed by a detailed discussion on the insights into the black-box of data analysis within the critical realist qualitative paradigm employed, using computer aided coding procedures and techniques. The ATLAS.ti workbench made it feasible to apply unconventional data sources that enabled the outcome of the research study to go beyond empirical generalizations, to include theoretical generalizations and extension thereby profoundly contributing to theory and practice. An e-democracy case in a developing nation (here: Botswana) illustrates the methodological power of the data analysis method employed using ATLAS.ti.

MONDAY, AUGUST 31st

MORNING SESSIONS

Job satisfaction and dissatisfaction in Primary Health Care in Brazil: a dissertation in construction (Jacks Soratto and Denise Pires, Brazil)
This is a qualitative study investigating aspects that contribute to job satisfaction and dissatisfaction of professionals working in primary health care in Brazil. The data consists of 32 documents, 44 observational notes and 76 semi-structured interviews with professionals from 11 health centers in the South, Central-west, North, Southeast, and Northeast regions of Brazil. For data analysis, the thematic analysis approach by Laurence Bardin was followed and supported by ATLAS.ti. The results were organized in two main code families: Job satisfaction and dissatisfaction. With regard to job satisfaction, the data showed a predominance of elements related to identification with ones way to work, the principles of primary health care, and good relations with patients. Job dissatisfaction was associated with the conditions of physical health, lack of material resources and overwork.

Workloads in primary health care in Brazil (Denise Pires, Brazil; Letícia de Lima Trindade; Brazil; Magda Duarte dos Santos Scherer, Brazil; Ana Sofia Resque Gonçalves, Brazil; Jacks Soratto, Brazil)
This qualitative study was conducted with the aim of identify elements that contribute to increase and decrease of workloads on health care professionals working in Primary Health Care in Brazil. The data were collected through document study, observation and semi-structured interviews with 40 health care professionals of Primary Health Care in the south, central-west and northern regions of Brazil. The analysis was conducted using methodological triangulation supported by ATLAS.ti 7. Each document was coded based on previously formulated categories considering the aim and theoretical framework defined for the research. The results were organized in two families: elements that increase and decrease workloads. The data showed a predominance of the elements that increase workloads with strong influence from working conditions and problems in the health system management. Among the elements that reduce the workloads stood out teamwork, identification with the Primary Health Care model, and the users' satisfaction. The health care professionals recognize the precepts of Primary Health Care as positive, but difficulties in work conditions and in the health system management negatively influence the workloads.

Incorporating ATLAS.ti into the Undergraduate Teaching Curriculum: Reflections on Process, Results and Challenges (Neringa Kalpokaite, Spain)
ATLAS.ti is commonly taught to those who are either experienced researchers or graduate students with a thesis or dissertation research already ongoing. The benefit of teaching it to those kinds of audiences is at least twofold: ATLAS.ti can be integrated into a research process and the relationship between the tool and the methodology tends to be understood (albeit not always). In this paper I will discuss teaching ATLAS.ti to undergraduate students as part of the curriculum of an introduction to qualitative methodology class. The class was taught at IE University. In the paper I will share the model I use in order to incorporate ATLAS.ti in Qualitative Research Class. I will go through the process of its integration, what kind of advantages and disadvantages I face integrating the model, what particular characteristics of the students we have to take into consideration, and what future suggestions I can give to those who are interested in integrating ATLAS.ti in Qualitative Methods classes from the very beginning. I do perceive integration of ATLAS.ti not as a challenge, but rather as a chance to nurture methodological reflection in novices. I strongly believe that it can serve as a powerful teaching tool.

Am I a good teacher? Development of teacher personality during different levels of practice experience (Benjamin Apelojg, Germany)
Teaching personality is an eternally popular topic when it comes to the question of what makes a good teacher. Articles on this topic are full of statements like: Accessible and rigorous, facing but assertive, cooperative, and well-structured. But how does one become a teacher personality? And what are the connections between one's personality and the teaching practice? These two initial questions are part of the study „teacher personalities." The study will be long-term, at least five years, possibly permanently, with teacher students and teachers from different educational contexts (university, school, education). A new survey method, the „self-directed interview" developed by Apelojg (2013) is used to collect the data. Participants receive voice recorders and record personal experiences at self-selected times. Ideally, student teachers start recording with their first teaching experience and continue over many years. In addition to these recordings, photographs, narrative and problem-centered interviews, teaching materials, lesson plans, etc. will be collected and analyzed using a Grounded Theory approach (Strauss/Corbin). The aim of the analysis is to develop a subject-centered theory.

PECHA KUCHA

Impact of Non-strategic Costs – Capability to Manage Process-driven Overheads (Wolfram Irsa, Austria)
In this presentation I describe the journey of a novice user with an industrial engineering background.
My research projects deals with cost management in companies. Cost management has always been important, but since the financial crisis started in 2008, it has become even more important. Customer focus, innovation, and differentiation are the drivers for long-term competitiveness, especially in technology and development driven industries. However, customization of products is expensive and complex. It is economically only feasible if the customer is willing to bear the cost and hidden within these are overhead costs. Overhead costs are fixed costs from a structural point of view. Additionally, they are indirect costs from an accountability point of view. The lack of transparency regarding these costs arrests the company in a complexity trap.
The qualitative research projects at hand examined the evolution of managing overhead costs in industrial companies over the last 15 years. Eleven interviews plus secondary literature were analyzed with the support of ATLAS.ti and they unveiled interesting insights, reaching from hard accounting facts to smooth sociological ramifications. The capabilities of ATLAS.ti were instrumental in identifying challenges, limitations, and requirements. The answers to four bundles of research questions were formulated using the memo function and grounded to relevant quotes in the data. My research project demonstrates that qualitative research using traditional sociological methods and tools performs well for business management research.

Grounded Theory 2.0 (Susanne Friese, Germany)
Grounded Theory 2.0 describes a change in using the traditional GT methods that was developed before the event of CAQDAS, whereby its potential is consequently utilized and further developed. It represents an evolution in terms of applying the method with the main aim of generating further added value. Based on a sample project I will shown how and why Grounded Theory terminology and procedures need to be translated into computer terminology and functionality in order to successful apply grounded theory methodology when using a computer-assisted approach.

Using ATLAS.ti in Conversation Analysis and other Ethnomethodological approaches (Steve Wright, UK)
Conversation Analysis (CA) and related approaches including discursive psychology, membership category analysis (MCA) and ethnomethodology (EM) are marked by distinct methods, approaches and conventions which differ from many other approaches to working with qualitative data. Highly detailed conventions for transcription and a focus on the sequential or categorical work to achieve and display understanding in turns-at-talk and action are hallmarks of these approaches, along with the extensive use of both audio and video resources. Despite assertions that "it is unusual for conversation analysts to use CAQDAS packages because the micro-examination of patterns of talk they are concerned with often involve very small datasets" (Lewins and Silver, 2014) this Pecha Kucha considers several distinct and powerful features ATLAS.ti has to support EM/CA/MCA work including: sequencing transcripts to multiple media files, visualizing the audio through waveforms, enabling multiple synchronization points per line of text (unlike many other QDA packages), the possibilities of using contextual operators in queries to look for patterns of turns-before or turns-following, and the opportunities for hyperlinking between quotations to display principles such as next-turn proof procedures. Even with small datasets these powerful features can support close work with the text and powerful queries, as well enabling connecting and synthesizing detailed CA work to broader ethnographic approaches.

Beyond qualitative data analysis (Neringa Kalpokaite, Spain)
The objective of the speech is to introduce some creative and different ways of using ATLAS.ti software in our daily life. I will discuss ten different approaches of how you can use the software apart from qualitative data analysis.

Using ATLAS.ti to analyze ATLAS.ti course evaluations (Ani Munirah Mohamad, Malaysia)
This presentation examines the experience of participants having attended ATLAS.ti face-to-face courses in Malaysia. In the year 2014 alone, the researcher taught 44 face-to-face courses, both on qualitative data analysis and on literature reviews. At the end of each course, the participants were asked if they were willing to give feedback. Blank sheets of paper were distributed without any guidelines on what to write, hence the participants could write whatever they felt was important to say about the course. One hundred feedback forms were scanned and saved as images, before they were added to ATLAS.ti for analysis. The results show an encouraging trend of acceptance of ATLAS.ti for both qualitative analysis and literature reviews. Reasons given were ease of use and its potential to manage data more efficiently. This is consistent with the technology acceptance model (TAM) that I developed in an earlier study. Further, the results showed that most were satisfied with the teaching modules covered in the courses, while a minority expressed that they would need to explore the software further by themselves in order to obtain a better grasp of its functions. It is hoped that this research would become a catalyst for future research on consumer behavior in technology adoption, specifically the acceptance of ATLAS.ti software for both qualitative analysis and literature reviews.

AFTERNOON SESSIONS

Incrementalism and punctuated equilibrium in Hungarian budget outlays (1991-2013)
(Miklos Sebok, Hungary)
In this presentation I apply two core theoretical frameworks of budgetary stability and change to a new database of Hungarian final accounts data for the period 1991-2013. On the one hand, incrementalism states that budgetary changes are small and predictable and that fiscal policy remains stable over time. On the other hand, punctuated equilibrium theory builds on incrementalism as a systemic rule in budgeting, but also states that this stability of policy subsystems is upset by radical changes every now and then. To test these hypotheses, a new database of budget outlays with 76,000 observations was constructed, and subsequently, coded for policy topics with ATLAS.ti. Topic coding was following the methodology of the Comparative Agendas Project. Based on our analysis of the data, Hungarian budgeting corroborates the available evidence on the relevance of a punctuated equilibrium approach.

The use of ATLAS.ti in educational research investigating bullying in primary schools in the city of Tuxtla Gutiérrez, Chiapas, México (Enrique Gutierrez Espinosa, Hedaly Aguilar Gamboa, Veronica C. Castellanos Leon & Ileana Del C. Carrillo Gonzalez, Mexico)
In this presentation I demonstrate the use of ATLAS.ti in a study on bullying. The increase of bullying in primary schools in the city of Tuxtla Gutiérrez motivated a group of educational researchers to investigate this phenomenon with the aim to help school authorities to implement a prevention program to reduce bullying and to increase student awareness. The subjects in this research were 117 fifth grade girls and boys age 10 and 11. They participated in an intervention program designed to identify actors, causes and effects. t Qualitative and quantitative methods (surveys, focus groups and individual interviews) were used to gather information about how the students experience this kind of violence among themselves. The resulting data was digitized and analyzed with ATLAS.ti.

ATLAS.ti user perspective – your opinions on the table (session moderated by Ricardo Contreras, USA)
This is a group interview session whose purpose is to assess users' points of view about the ATLAS.ti software and the support services the company provides. Participants will be asked to describe and discuss applications, strengths of the program, as well as areas that provide the opportunity for improvement. Additionally, questions will be asked about the quality of the different support services the company provides. This will include questions about technical support and learning support.

CLOSING PLENARY

ATLAS.ti for Mac – process, challenges and opportunities
(Friedrich Markgraf & Susanne Friese, ATLAS.ti, Germany)
In this session, we talk about the development of ATLAS.ti for Mac – the basic underlying ideas, why and how it is different from the Windows version, how it is to teach both the Mac and Windows version in one workshop, about current developments, and future plans.

Previewing ATLAS.ti 8 (Thomas Muhr, ATLAS.ti, Germany)
Thomas Muhr will present the new look and some of the new features that will become available in the upcoming version 8 of ATLAS.ti.

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