

# Making Qualitative Analysis Easy With Basic Content Analysis

by Antoni Casasempere

*Antoni Casasempere is a qualitative data research consultant with CualSoft who teaches ATLAS.ti to Latin American social researchers. For his own sociological research he works with immigrant children. ATLAS.ti is an important resource for Antoni, as it gives him and the researchers he consults the global control of the analysis steps that they need.*

## I. Memos And Bibliographies

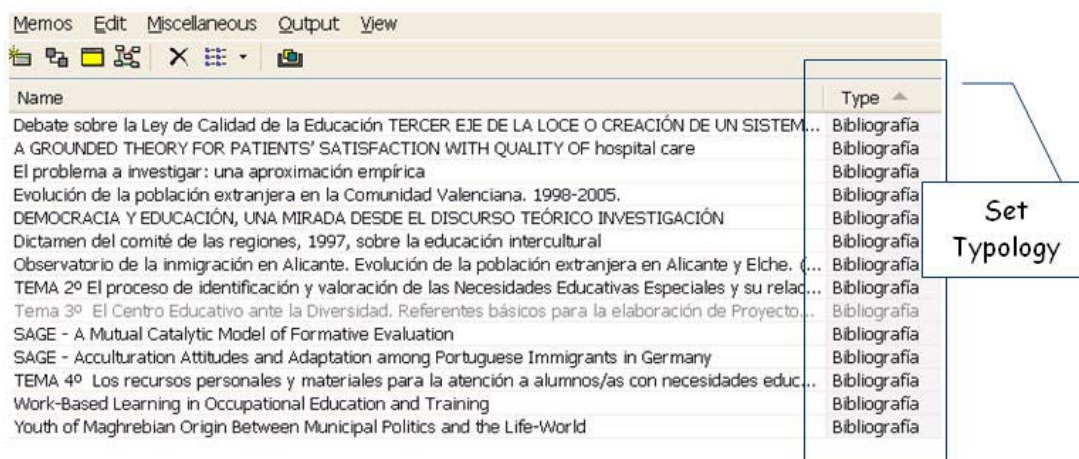
Many research projects involve a huge textual corpus--hundreds, or even thousands of words waiting to be read by the researcher. Help!

### STEP 01

Maybe your research started with a look at what others have done in that specific area. But this can be a big headache.

Solution: use ATLAS.ti to handle your bibliography!

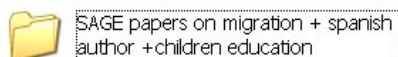
The memo system will get the job done.



Be sure to define a "bibliography" memo type.

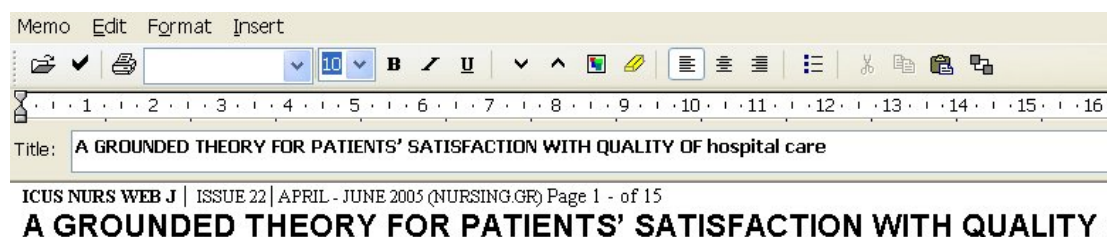
### STEP 02

Search in your bibliography database for the topic you are researching and save the paper files in a computer folder.



### STEP 03

Copy the text from one paper and paste it into a new memo. Save the memo with the paper title. (Be sure to look over the text. Does it need some editing?)

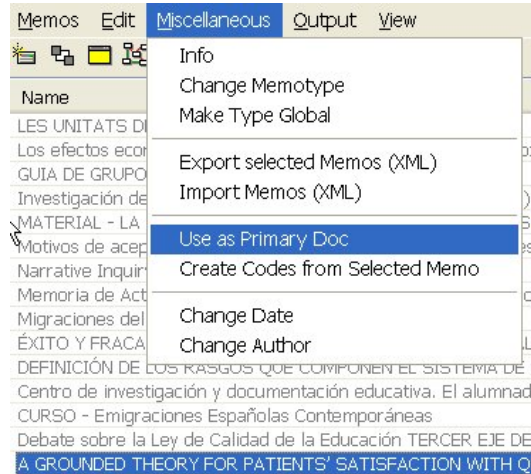


## STEP 04

Now you can read the bibliography article in ATLAS.ti 5. But...Why not use ATLAS.ti to search or code into this text?

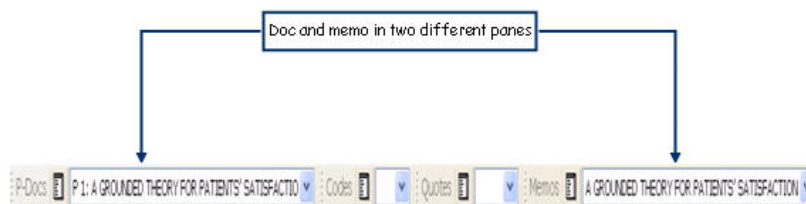
## STEP 05

Transfer the memo to the primary document pane via MISCELLANEOUS | USE AS PRIMARY DOC as shown below.



The memo has been converted to a primary document. You can perform any ATLAS.ti function for primary docs, such as

- Text segmentation
- Coding
- Autocoding
- Hypertext rhetoric network
- Text searches and so on. But...



How do I use basic content analysis to discover frequencies of the author terms used in this bibliographical paper?

## II. Word-Crunching Data In Open Office Calc Tool

The goal: compile a short list with the most-used terms of the author of the article in order to know the main lines of his/her work.

### STEP 01

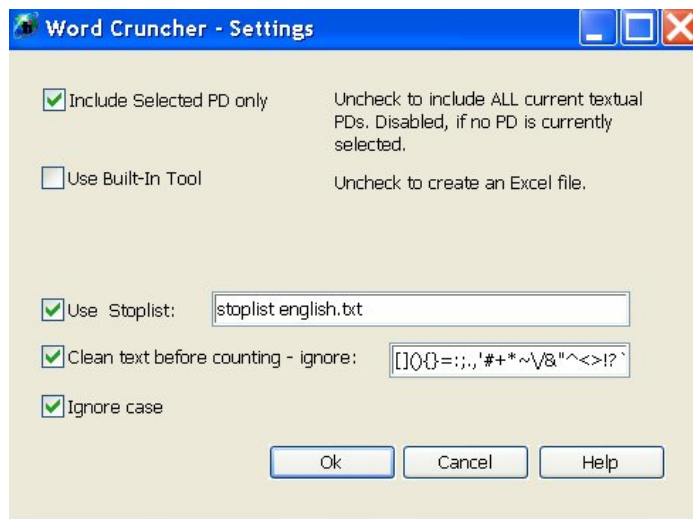
Save and backup your hermeneutic unit.

### STEP 02

Click DOCUMENTS | MISCELLANEOUS | WORD CRUNCHER.

### STEP 03

Now you are in the dialog of this tool. We will set it as follows:



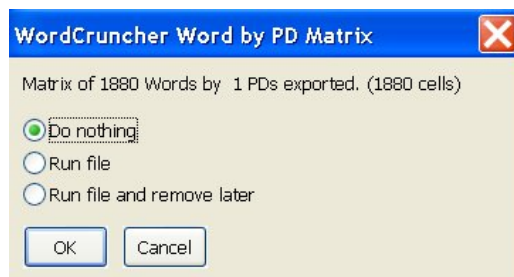
This way, the WordCruncher output will be sent to Excel.

## STEP 04

Save the file in a folder related to your research project.

## STEP 05

Tell ATLAS.ti what to do with the output.



We will select first option: "Do nothing."

## STEP 06

As we have installed Open Office, we are going to use the Calc tool to handle this output. Open it from the START icon.



## STEP 07

In the FILE menu, select open browsing to the file where we have stored the data.



## STEP 08

You might have to set some parameters for the opening dialog.

**Importar texto - [bio%20count-01\_WPDMat.xls]**

Importación

Juego de caracteres: Europa occidental (Windows-1252/WinLatin 1)

A partir de línea: 1

Opciones de separación

☐ Ancho fijo

☒ Separado

☒ Tabulador ☐ Coma ☐ Otros

☐ Punto y coma ☐ Espacio

☐ Reagrupar los separadores de campo Separador de texto: "

Campos

Tipo de columna:

|   | Predeterminado | Predeterminado | Predeterminado |
|---|----------------|----------------|----------------|
| 1 | words          | P 1            | Total          |
| 2 | -              | 32             | 32             |
| 3 | -AS            | 2              | 2              |
| 4 | -THAT          | 1              | 1              |
| 5 | -THE           | 1              | 1              |
| 6 | «»             | 1              | 1              |
| 7 | «AFFAIR»       | 1              | 1              |

Don't touch anything from this dialog; just click on OK button, (ACEPTAR in Spanish, of course.)

## STEP 09

Now the matrix is nearly ready. Take a look at the headers--recognize anything?

bio count-01\_WPDMat - OpenOffice.org Calc

Archivo Editar Ver Insertar Formato Herramientas Datos

Arial 10 N C S

J6 f(x) Σ =

|   | A             | B   | C     |
|---|---------------|-----|-------|
| 1 | words         | P 1 | Total |
| 2 | -             | 32  | 32    |
| 3 | -AS           | 2   | 2     |
| 4 | -THAT         | 1   | 1     |
| 5 | -THE          | 1   | 1     |
| 6 | «»            | 1   | 1     |
| 7 | «AFFAIR»      | 1   | 1     |
| 8 | «ATTRIBUTABLE | 1   | 1     |

Let's clean this place up!

## STEP 10

Click on EDIT | SEARCH AND REPLACE



Search and replace '-' and '<'. Now we have a nice, clean matrix.

|   | A            | B   | C     |
|---|--------------|-----|-------|
| 1 | words        | P 1 | Total |
| 2 |              | 32  | 32    |
| 3 | AS           | 2   | 2     |
| 4 | THAT         | 1   | 1     |
| 5 | THE          | 1   | 1     |
| 6 | AFFAIR       | 1   | 1     |
| 7 | ATTRIBUTABLE | 1   | 1     |

## STEP 11

It's time to "order" the elements so we can easily search the most important terms of the matrix counted from the bibliographical abstract. Click on DATA | ORDER | COLUMN TOTAL | DESCENDENT ORDER. We will have the TOTAL column ordered with biggest frequencies at the top.

bio count-01\_WPDMat - OpenOffice.org Calc

Archivo Editar Ver Insertar Formato Herramientas Datos

Arial 10 N C S

G21 fx Σ =

|    | A            | B   | C     |
|----|--------------|-----|-------|
| 1  | words        | P 1 | Total |
| 2  |              | 32  | 7703  |
| 3  | AS           | 2   | 376   |
| 4  | THAT         | 1   | 352   |
| 5  | THE          | 1   | 215   |
| 6  | AFFAIR       | 1   | 190   |
| 7  | ATTRIBUTABLE | 1   | 158   |
| 8  | ATTRIBUTABLE | 1   | 147   |
| 9  | CARE         | 1   | 119   |
| 10 | CAREER       | 1   | 103   |
| 11 | COLLECTS     | 1   | 101   |
| 12 | CORE         | 1   | 92    |
| 13 | DO           | 1   | 90    |
| 14 | DOUBLE       | 1   | 71    |
| 15 | EMOTIONAL    | 1   | 69    |
| 16 | EPISODE      | 1   | 64    |
| 17 | EXAMPLE      | 1   | 62    |
| 18 | EXPERTS      | 1   | 60    |
| 19 | GNOME        | 1   | 60    |
| 20 | GNOSIS       | 1   | 59    |
| 21 | GOOD         | 1   | 52    |
| 22 | GUARDIAN     | 1   | 49    |
| 23 | HERMENEUTIC  | 1   | 48    |
| 24 | I            | 2   | 48    |
| 25 | IDEA         | 2   | 47    |
| 26 | LIMBIC       | 1   | 46    |
| 27 | LIVED        | 2   | 46    |
| 28 | LOOK         | 1   | 43    |
| 29 | MAKE         | 1   | 42    |
| 30 | METAPHYSICAL | 1   | 40    |
| 31 | NATURAL      | 1   | 37    |
| 32 | NATURALLY    | 1   | 36    |
| 33 | PARADIGM     | 1   | 36    |
| 34 | PATIENT      | 2   | 35    |
| 35 | PERCEIVED    | 3   | 33    |
| 36 | PERCEIVED    | 1   | 32    |
| 37 | PERFORMATIF  | 1   | 32    |
| 38 | POSITIVE     | 1   | 32    |
| 39 | REASONABLE   | 1   | 31    |
| 40 | RICH         | 1   | 30    |
| 41 | SATISFACTION | 1   | 30    |

## STEP 12

Select only the relevant words and copy them to another spreadsheet. Now that our attention is centered on the main themes from the author discourse, we're ready to print.