

OVERVIEW – ONLINE COURSE

QDA MINER & WORDSTAT WORKSHOP FOR (DATA) JOURNALISTS AND ANALYSTS
NO PRIOR KNOWLEDGE OR SKILLS IN EMPIRICAL RESEARCH REQUIRED – HENCE
OPENNESS TO USE OF COMPUTERS WILL BE HELPFUL.

Objectives:

Upon completion of this workshop participants will be able to:

- (1) approach analytic research based on a mixed-method understanding;
- (2) master big amounts of textual data in reasonable time, e.g. tens or hundreds of interviews, reports, articles, online data bases;
- (3) produce convincing visualisations, timelines and geographical patterns.

(1) Approaches to computer-aided textual content analysis

Computer-aided qualitative data analysis software (CAQDAS) allows completely new ways of textual content analysis which can lead to surprising results since hidden patterns 'behind' all that information can be made visible.

You have collections of interviews, minutes or memos, emails, articles, entire books or Excel tables (or databases in other formats) with hundreds or (tens of) thousands of entries – e.g. something like the EU Transparency Register or phone lists? In combination of qualitative and quantitative content analysis as well as text mining (investigative) journalists and (political and crime) analysts can produce surprising results in reasonable time using data analysis software like QDA Miner and WordStat (or other CAQDAS).

The workshop commences with a brief introduction into the application of mixed-methods using different examples to show the strength and advantage of the analytical approach.

Have a look at <http://provalisresearch.com/solutions/> and check “APPLICATIONS” and “STUDIES” to learn about a few practical examples, such as Survey Analysis, Brand Image Analysis, Customer Feedback Analysis, Media Framing Analysis.

(2) Introduction to Provalis Research software QDA Miner 4.1

- Introduction and project management
- Codebook management and manual coding
- Security features and text retrieval tools
- Coding Frequency and Retrieval
- Code co-occurrence and case similarity analysis

- Assessing relationship between coding and variables
- Using the Report Manager
- Short info re Command Log, Performing teamwork, Miscellaneous Functions

See <http://provalisresearch.com/products/qualitative-data-analysis-software/>

Exercise: Analysis of UN hearing protocols to identify content patterns.

(3) WordStat 7.0

- Content Analysis or Text Mining
- Analyzing words without dictionaries - a text mining approach
- Content Analysis - Principles of dictionary construction
- Importing and exporting data
- Introduction to automatic document classification

<http://provalisresearch.com/products/content-analysis-software/>

Exercise: Analysis 280.000 Pegida Facebook entries to identify networks and content patterns.

A Training Manual will be provided after Registration and Payment.

You are required to use your own laptop and pre-install Provalis software. Details will be sent after Registration.