MQIC 2019

MAXQDA International Conference

Qualitative Text Analysis (Eng)

MQIC 2019

Dr. Daniel Rasch

German University of Administrative Sciences
rasch@uni-speyer.de

Goals

- After attending this workshop, you will have good knowledge of qualitative text analysis, particularly of its two main methods.

- In addition, you will be able to use the methods appropriately and perform your own qualitative text analysis with MAXQDA.

Content

- Methods, basic concepts, terms, and workflow of qualitative text analysis
- Main types of qualitative text analysis:
  a) Thematic analysis
  b) Evaluative qualitative text analysis
- Quality standards and inter-coder agreement
- Setting up your coding frame (inductive and deductive)
- Using MAXQDA for qualitative text analysis

Qualitative vs. Quantitative Forschung

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- “Quantitative research is confirmatory and deductive in nature.”
- “Qualitative research is exploratory and inductive in nature.”

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(Schreier, 2012)

Qualitative vs. Quantitative Forschung

„Sobald Zahlbegriffe und deren In-Beziehung-Setzen durch mathematische Operationen bei der Erhebung oder Auswertung verwendet werden, sei von quantitativer Analyse zu sprechen, in allen anderen Fällen von qualitativer Analyse.“

(Mayring, 2010:17)

	Quantitative analysis	Qualitative analysis	Mixed Methods analysis
Reasoning	Deductive in nature	Inductive in nature	covers both
Performance indexes	Objective	Subjective	subjective > objective or objective > subjective
	High level of reliability and reproducibility	Only a certain level of reliability and reproducibility	level of reliability and reproducibility in-between both approaches depending from the two approaches combined
	High level of validity	Problematic validity	second analysis secures certain level of validity
Application character	Large N	Small N	both, through qualitizing quantitative data and quantitizing qualitative data
	Homogenous dataset	Heterogeneous dataset	mixed data
	Generalizable	Less generalizable; context related	certain level of generalizability after second approach is used

Note: Own table, based on Johnson et al 2007, Mayring 2010, Schreier 2012, Klüver 2012, Kuckartz 2014

In: Rasch 2019

Definition of Qualitative Content / Text Analysis

"QCA is a method for **systematically** describing the meaning of **qualitative material**. This is done by classifying **sections of the material** as instances of the **categories of a coding frame**."

(Schreier, 2012)

Definition of Qualitative Content / Text Analysis

1. CA analyzes communication, so to say the transformation of symbols.
2. CA works with texts, pictures, and even notes – any form of recorded communcation.
3. CA works systematically to be reliable and comprehendable.
4. CA works with theory driven.

Methods of QC/TA

- Up to eight different methods / techniques within the field of QC/TA

1. Thematic analysis
2. Evaluative analysis

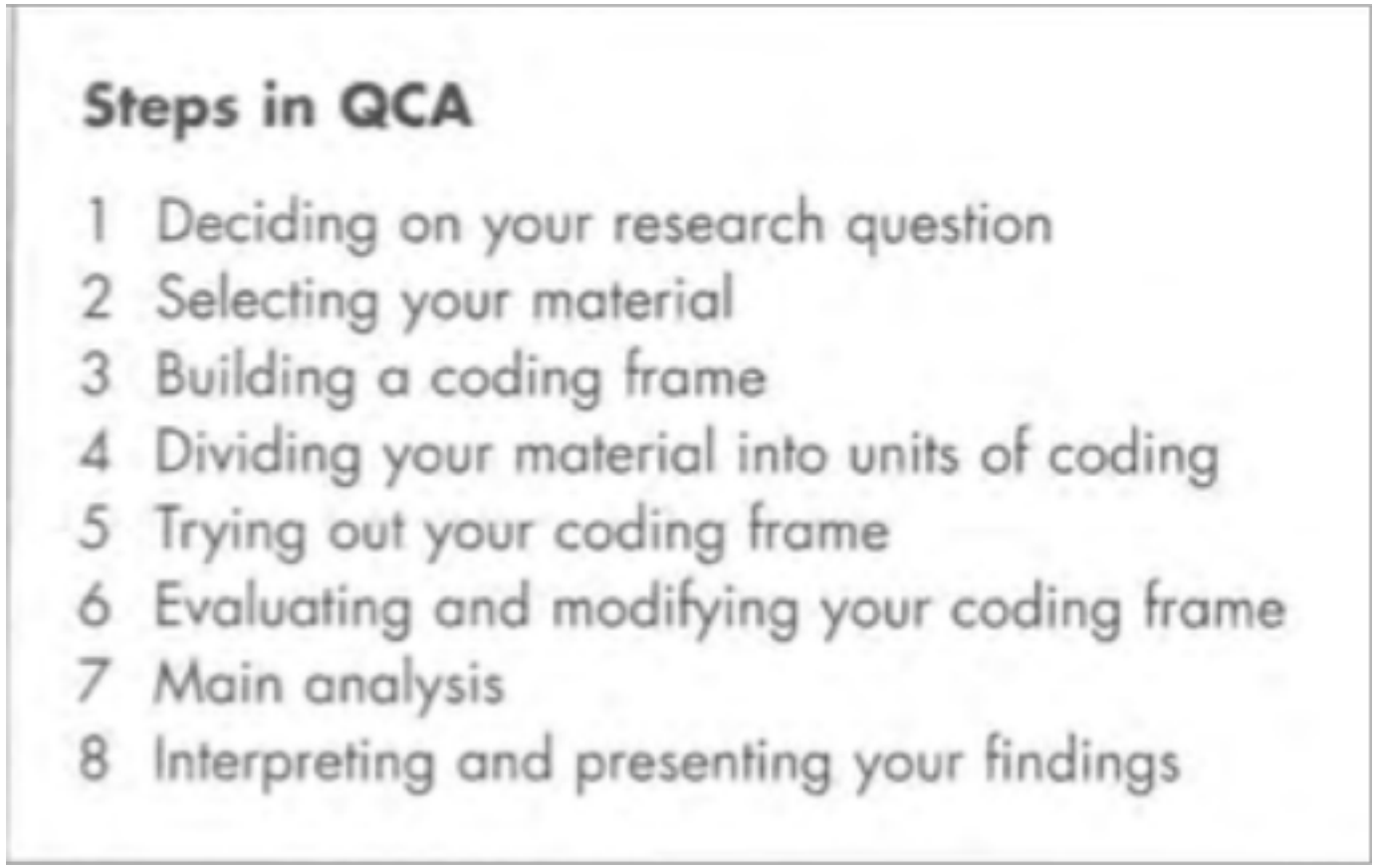
Methods of QC/TA

1. Thematic analysis
   - method for identifying, analyzing, organizing, describing, and reporting themes found within a data set
   - No detailed theoretical and technological knowledge
   - Theme: „level of patterned response or meaning from the data that is related to the research questions“
   - Disadvantage: flexibility and interpretatative level

Methods of QC/TA

2. Evaluative analysis
   - Based on „evaluative commentary“

Specific Steps to QC/TA



Steps in QCA

1 Deciding on your research question
2 Selecting your material
3 Building a coding frame
4 Dividing your material into units of coding
5 Trying out your coding frame
6 Evaluating and modifying your coding frame
7 Main analysis
8 Interpreting and presenting your findings

(Schreier, 2012)

Step 1 – Research Question

Is your research question…

- Relevant?
- Adding sth. to the current state of research?
- Not too comprehensive / global?

Step 1.1 – Theory

What kind of theoretical consideration did you choose?

- Descriptive
- Normative
- Causal / correlated
- Actors driven
- Structure / process driven
- …

Step 1.2 – Theory‘s operationalisation

- Identify the concepts
- Define properly
- Search for indicators
- Formulate potential hypotheses / expectations about the relationship betwwen conceot and indicator

Step 2 – Select material

- What?
- Why?
- What for?

Step 3 – Building a coding frame

- What are codes for?
- Codes consist of
  - Short definition
  - Long definition
  - Criteria for inclusion
  - Criteria for exclusion
  - Example

Step 4 – Unitizing

- Unitizing: systematic disticntion of segments of the texts
- units of analysis: words / sentences / quasi-sentences / paragraphs / pictures / …
- Choice depends on the research design

- Coding: classifying units of coding with a code of a coding frame

Step 5/6 – Testing and evaluating coding frame

Performance indices

- Objectivity
- Validity
- Reliability

Validity

"Validity is that quality of research results that leads us to accept them as true, as speaking about the real world of people, phenomena, events, experiences, and actions. […] A content analysis is valid if the inferences drawn from the available texts withstand the test of independently available evidence, of new observations, of competing theories or interpretations, or of being able to inform successful actions."

Krippendorff 2004: 313

Validity

Sampling validity (the degree to which a population is accurately represented in the sample):

1. The sample consists of a subset of members of the population of interest.
2. The sample consists of representations of phenomena that lie outside the sample and the population from which the sample is drawn.

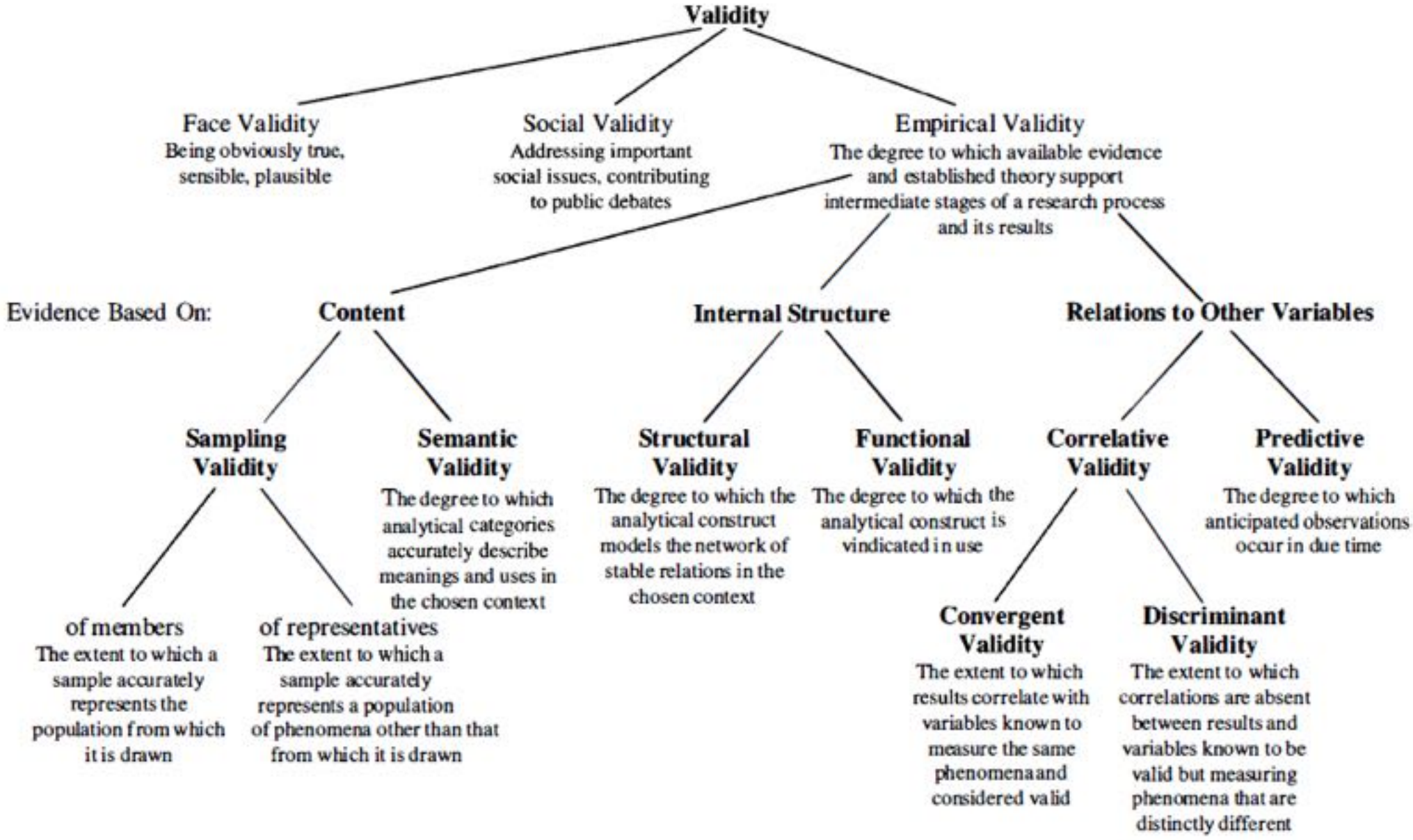


Figure 13.1 A Typology of Validation Efforts in Content Analysis

Validity

1. Cross-Validation

2. Sampling validity (the degree to which a population is accurately represented in the sample):
    1. The sample consists of a subset of members of the population of interest.
    2. The sample consists of representations of phenomena that lie outside the sample and the population from which the sample is drawn.

Reliability

Table 11.1 Typese of Reliability

Reliability	Designs	Causes of Disagreements	Strength
Stability	test-retest	intraobserver inconsistencies	weakest
Reproducibility	test-test	intraobserver inconsistencies + interobserver disagreements	medium
Accuracy	test-standard	intraobserver inconsistencies, + interobserver disagreements, + deviations from a standard	strongest

Reliability

Krippendorff's Alpha

- Rely only on variables with reliabilities above α = .800
- Consider variables with reliabilities between

α = .667 and α = . 800 only for drawing tentative conclusions

$$\alpha = 1 - \frac{D_o}{D_e} = 1 - \frac{\text{Average}_{\text{metric}}\,\delta^2_{ck}\,\text{within all units}}{\text{Average}_{\text{metric}}\,\delta^2_{ck}\,\text{within all data}},$$

Krippendorff 2004.

Reliability

Coder	Beobachtungen									
	1	2	3	4	5	6	7	8	9	10
Jack	1	1	0	0	0	0	0	0	0	0
Eva	0	1	1	0	0	1	0	1	0	0
Percentage agreement = 60%	0	1	0	1	1	0	1	0	1	1
Percentage agreement = 10%	0	1	0	0	0	0	0	0	0	0
Krippendorffs α	0.095									

Relationship Reliabiliy and Validity

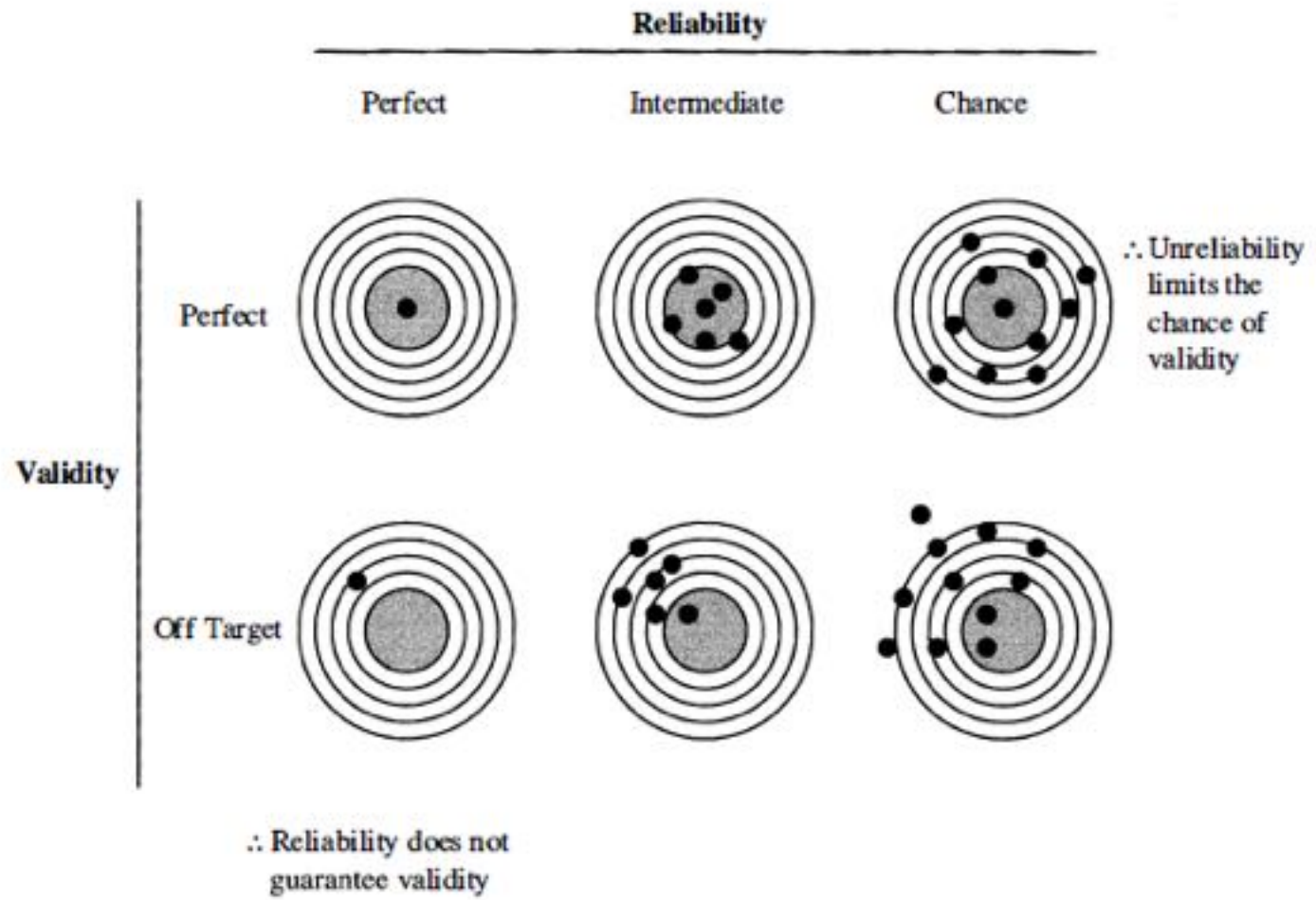


Figure 1|1.1 The Relationship Between Reliability and Validity

Step 7 – Main analysis

Step 8 – Interpreting and Presenting

- Software MAXQDA

Project example:

Life satisfaction of students – interview project

- Data set:
  - Seven interviews
  - Questions about satisfaction in career, health, home life, recreation, relationships
  - Word to story prompts on failure/success, happiness/sadness
  - Information on gender, age, state and employment status.